

CATEGORY SHIFT OF PHRASES IN TOURISM MAGAZINE

Km Tri Sutrisna Agustia
trisutrisna@undhirabali.ac.id
English Literature Study Program
Dhyana Pura University

ABSTRACT

This paper aims at finding types of category shifts and degree of meaning equivalent which was taken from Api Bali Tourism Magazine. This study use the theory of translation strategy using Catford's and Nida's theory by applying descriptive qualitative method and the data was collected by documentation. The first results of the data analysis show there are four types of category shift found, namely structure, class, unit, and intra-system shift. The second results show there are equivalent and non equivalent meaning. It can be concluded that shift is used to get the accurate and natural translation.

Keywords: *Category Shift, Equivalent Meaning, Tourism Magazine text*

ABSTRAK

Makalah ini bertujuan untuk menemukan jenis pergeseran kategori dan derajat persamaan makna yang diambil dari Majalah Api Bali Tourism. Penelitian ini menggunakan teori strategi penerjemahan dengan menggunakan teori Catford dan Nida dengan menerapkan metode deskriptif kualitatif dan pengumpulan data dilakukan dengan dokumentasi. Hasil analisis data yang pertama menunjukkan ada empat jenis pergeseran kategori yang ditemukan, yaitu pergeseran struktur, kelas, satuan, dan intra sistem. Hasil kedua menunjukkan ada makna padanan dan non padanan. Dapat disimpulkan bahwa pergeseran digunakan untuk mendapatkan terjemahan yang akurat dan natural.

Kata Kunci: *Pergeseran Kategori, kesetaraan, Teks Majalah Pariwisata*

I. INTRODUCTION

Translation shift occurs both at the lower level of language and the higher level of language. Catford (1965:20) defines translation are the replacement of textual material in one language Source Language (SL) by equivalent textual material in another language Target Language (TL). Catford categories translation shift in two types, they are level shift and category shift. The level

shift is a shift that occurs from grammar to lexis level or the opposite. This means that a grammatical order in a language. While in category shift there are four types, they are unit shift/rank changes, structure shift, class shift, and intra-system shift.

There are many researcher that has analyses the translation especially in terms of translation shift. Here are some research that related to this study. Like Kadek Ayu

Ekasani, Ida Bagus Putra Yadnya, Ketut Artawa, Ni Luh Ketut Mas Indrawati (2018) focuses on category shifts in the translation of verb phrases, Anik Sholekhah (2019) focuses on category-shifts on the comic translation, Fitriia Uswatun Azizah (2015) focuses on category shift translation on ani yudhoyono's instagram captions. Three of them has analyze the category shift through the text book and social media.

According to explanation and phenomena's above can be describe, translation shift occurs at various points and level of texts because of elements of grammatical structures in SL are different from those in TL. Therefore, this paper analyze category shift and analyzed degree of meaning equivalence that occurs in the English-Bahasa Indonesia Tourism Magazine text. On the other hand there is no study concerning the study of category shift on tourism magazine. According to the explanation above, the researcher focused on the occurrence of Category Shift on Tourism Magazine

1. What types of category shift of phrases that found in the Tourism Magazine text?
2. What kinds of degree meaning equivalence of phrases that found in the English-Bahasa Indonesia Tourism Magazine text?

II. RESEARCH METHOD

The method applied in analyzing the data in this study use text source language (SL) that translated to the target language (TL). This study uses descriptive qualitative approach. Qualitative is an approach for exploring and understanding the meaning individual and groups ascribe to a social or human problem (Creswell, 2014:32). The purposes of the use qualitative approach is to describe the data. One of the characteristics of qualitative method is to see process we

have to deal with setting, that is the place where all things to be researched.

The data source was taken from Api Tourism Magazine, vol 22 that valid on December 2017 until January 2018. The data took randomly from magazine on page 8 until page 17. In the magazine found 20 data which used English as source language and Bahasa Indonesia as Target Language. The data were collected without using participants. This study used an analysis based on Catford theory. The analyzed text from Api Tourism Magazine tried to find out the shift in translation from source language English into target language Indonesia, types of category shift that found in the Tourism Magazine, and analyzed degree of equivalence meaning that occurs in the English-Bahasa Indonesia Api Bali Tourism Magazine text.

This study describe about category shift in English Indonesian translation of Api Tourism Magazine. Based on Oxford Advance Learner's Dictionary (1985), "Shift is change position or place, substitution of one thing to another". Catford (1965:141) gives the idea on shift, namely "The change of formal structure of the Source language into the Target language". The collecting data has been done by collecting data from Api Bali Tourism Magazine, collect the SL (Source Language) and TL (Target Language) from grammar to lexical on Api Tourism Magazine, finding the equivalent from SL into TL on Api Bali Tourism Magazine, finding the part of category shift is used to analyze on Api Bali Tourism Magazine

The methodology used in this research is qualitative descriptive method with documentation technique. The research is accomplished by reading and comparing the English text and the Indonesian text. Then compared the data where category shift from source text to target text occurred. The data are classified according to each unit and the patterns of the shift are found after the classification.

Shifts from morpheme to word, shifts from word to phrase, shifts from phrase to word, shifts from phrase to clause, shift from clause to word, shift from clause to phrase, and shift from clause to sentence. And also classified the factors that cause or affect each unit shift in the unit analysis, whether because of lexical aspects or grammatical aspects. This analysis is based on the theory of Mildred L. Larson, that there are certain characteristics of language that affect translation and can cause translation shift.

The methodology used in this research is qualitative descriptive method with documentation technique. The research is accomplished by the writer by reading and comparing the English text and the Indonesian text. Then the writer compared the data where category shift from source text to target text occurred. The data are classified according to each unit and the patterns of the shift are found after the classification.

In doing analysis, this paper compared the study of some previous study which have the same case as this study. In doing analysis this study used some steps in analyzing the data as the following:

- a. Analyzing the SL (Source Language) and TL (Target Language) from grammar to lexical on Api Tourism Magazine.
- b. Finding the equivalent from SL into TL on Api Bali Tourism Magazine
- c. Finding the part of category shift is used to analyze on Api Bali Tourism Magazine
- d. Describing data into parts.
- e. Check whether there are shifts in translation which taken as the valid data.
- f. Make some conclusion based on the analysis.

In addition, this paper also done by credibility where the data deeply observed. Besides, the data is also read carefully to make sure they are fit into the research

questions by applying theories from expert to emphasize the research data and analysis.

Theoretical framework has a function as the frame of references that relate to the study. The theory that used in this study is translation theory. The main theory that would be applied is propose by Catford (1965: 20), about the replacement textual material in one language (Source Language) by equivalent textual material in another language (Target Language).

2.1 Translation Theory

Translation has been defined in many ways by different study in the field, depending on how they view language and translation. The following definitions reflect this. Translation rises as an activity to translate message from source language containing meaning and words, and to reproduce them in a target language which can be understood by its readers.

According to Retmono (2003: 105-06), the ideal translation should be accurate, natural and communicative. The word “accurate” means reproducing as exactly as possible the meaning of the source text. The word “natural” means using natural forms of the receptor language in a way which is appropriate to the kind of text being translated. Meanwhile, the word a “communicative” means expressing all aspects of the meaning in a way that can be understood by the audience.

According to Catford (1965: 20), translations is the replacement of textual material in one language (Source Language or SL) by equivalent textual material in another language (Target Language or TL). While Newmark (1981: 7) defines translations as a craft consisting in the attempt to replace a written message and/or statement in one language. The definitions above indicate that translation involves two languages, the source language and the target language and translation is an act of

reproducing the meaning or message of the source language into the target language, in which the meaning or message of the target language should be equivalent with the meaning of the source language.

2.2 Category Shift

Translation shift is a translation method that involves replacing the source language elements into the target language without changing the meaning. There are two major types of shifts occur: level shift and category shift. According to Catford (1965: 76) there are four kinds of category shifts: structure shift, unit shift, class shift, and intra-system shift.

Category shifts are departures from formal correspondence in translation. Formal correspondence is any grammatical category in the target language which can be said to occupy the same position in the system of target language as the given source of language category in the source language system. The category shifts include structure shift, class shift, unit shift, and intra-system shift.

2.3 Degrees of Meaning Equivalence in Translation

Shifts that occur in translation may distort the original concept of the text (Nida, 1974: 4). This happens because the differences in grammatical structures of the SL and the TL often result in some changes in the information content or the meaning of the message. Degrees of meaning equivalence in translation can be further categorized into two types, they are the equivalent meanings which consist of fully equivalent meaning (or complete meaning), increased meaning, and decreased meaning, and the non-equivalent meanings which consist of fully different meaning and no meaning (no realized expression).

III. RESEARCH FINDING AND DISCUSSION

3.1 Category Shift (Structure Shift)

Table 3.1. Structure Shift

Data 1	SL	TL
	A perfect living space to experience authentic Bali up close and personal. Set in the middle of rural Balinese village with breathtaking views of green rice paddies and <i>sensational atmosphere.</i>	Tempat yang sempurna untuk merasakan pengalaman asli Bali secara lebih dekat. Terletak di tengah pedesaan Bali dengan pemandangan sawah padi yang hijau dan <i>suasana yang sensasional.</i>

Structure shift is the most common of shift in grammatical structure. It involves a change in grammatical structure between the source language and target language. In grammar, structure shift can occur at all rank. the words “*sensational atmosphere*” is translated into TL (Bahasa Indonesia) become “*suasana yang sensasional*”. In this case if we use translated literary, it will be changed into “sensasional suasana” that expression is not acceptable in the target language. It doesn’t feels natural because there are the different linguistic rules between the source language and target language that must be considered. Therefore, the translator use shift in transferring the expression becomes “suasana yang sensasional” this expression is easy to understand and acceptable in target language. Although there is addition “yang” to the information delivered by the source language. The phrase of “*sensational atmosphere*” which

translated into “*suasana yang sensasional*” is a noun phrase which can be seen from the word class in that phrases.

The acceptability category translation is the translation that feels natural, the terms use are also familiar for the reader to the target language. In this text all the elements contained in the “*tempat yang sempurna*” are translated in detail. There is no addition or omission of words in the translation. This does not change the meaning and the message of the text. The terms used are also familiar for the reader to the target language.

3.2 Category Shift (Class Shift)

Table 3.2. Class Shift

Data 2	SL	TL
	A place with calm atmosphere where you can enjoy <i>good quality</i> European and Indonesian cuisines. Super friendly staff will assist you in the restaurant that popular among repeaters.	Tempat dengan suasana tenang dimana anda bisa menikmati masakan Eropa dan Indonesia <i>berkualitas</i> . Pegawai restoran yang bersahabat akan membantu anda di restoran yang populer di kalangan para pelanggan setia.

Class shift occurs on phrases “good quality” translated into “berkualitas” in TL

SL: good quality (noun phrase)

TL : berkualitas (verb phrase)

The phrase “good quality” is a noun phrase with the equivalent expression in Bahasa Indonesia is “*berkualitas*”, which is a verb phrase. It means that there is a class shift from noun to verb. In data, class shift occurs when the translation equivalent of SL item is the member of a different class (part of

speech) from the original item. The phrase of “*good quality*” is a noun phrase which translated into “*berkualitas*” is a verb phrase which can be seen from the word class in that phrases.

3.3 Category Shift (Unit Shift)

Table 3.3 Unit Shift

Data 1	SL	TL
	A perfect living space to experience authentic Bali up close and personal. Set in the middle of <i>rural Balinese village</i> with breathtaking views of green rice paddies and sensational atmosphere.	Tempat yang sempurna untuk merasakan pengalaman asli Bali secara lebih dekat. Terletak di tengah <i>pedesaan Bali</i> dengan pemandangan sawah padi yang hijau dan suasana yang sensasional.

From the example above, there is translation in term higher level to lower level is the opponent of low level to higher level. In this case the source language consist of three words and then translated become two words. In the other hand, it can be said that the amount of word of source language is more than in target language. The phrase “*rural Balinese village*” translated into “*pedesaan Bali*”, that’s make the translation understandable by readers. The example above is a unit shift that occurs from a higher rank becomes a lower rank. There is no meaningful in source language, but it can be translated and acceptable in the target language. The phrase of “*rural Balinese village*” which translated into “*pedesaan Bali*” is a noun phrase which can be seen from the word class in that phrases.

3.4 Category Shift (Intra-system Shift)

Table 3.4 Intra-system Shift

Data 1	SL	TL
	A stylish restaurant offers a tasty roasted coffee from our every own. <i>Many activities</i> are conducted which is contributed to local people.	Restoran masa kini menawarkan kopi panggang racikan sendiri yang sedap. <i>Banyak kegiatan</i> yang juga di adakan untuk membantu masyarakat lokal.

In this example, from the expression “*many activities*” are in plural form, but it is realized in the target language becomes “*banyak kegiatan*” in singular form. This shift happens because of the differences linguistic rules between both languages. Translating the expression into plural form using the repeated word as “*banyak kegiatan-kegiatan*” does not feels natural and acceptable in Bahasa Indonesia. It doesn’t sound natural because there are the differences linguistic rules between the source language and target language that must be considered. That why, the translator uses shifts in transferring the expression becomes “*banyak kegiatan*”. The phrase of “*many activities*” which translated into “*banyak kegiatan*” is a noun phrase which can be seen from the word class in that phrases.

3.5 Equivalent Meaning (Complete Meaning)

Table 3.5. Complete Meaning (Equivalent Meaning)

Data 1	SL	TL
	An elegant restaurant with the concept of <i>wood fire cuisine</i> the first kitchen countertops dining in Bali.	Restoran elegan yang membawa konsep <i>hidangan kayu bara</i> , restoran dengan penyajian makanan di atas meja bar panjang pertama di Bali

In the example above, complete meaning means the information of the source language is translated in detail. Has been explained earilier, there is a structure shift occurring. However by this shift the meaning of the source language does not change, event the meaning completely transferred. This could be said though there is no changes but the meaning is still completely transferred. Therefore the expression “*wood fire cuisine*” equivalent with “*hidangan kayu bara*”. The phrase of “*wood fire cuisine*” which translated into “*hidangan kayu bara*” is a noun phrase which can be seen from the word class in that phrases.

3.6 Equivalent Meaning (Increased Meaning)

Table 3.6. Increased Meaning (Equivalent Meaning)

Data 3	SL	TL
	A Japanese style barbecue restaurant that popular among	Restoran Barbecue ala Jepang yang populer di

	Japanese expatriate and suffers. They offer Japanese hormone pots, shabu-shabu (reservation required) and many other <i>various menus</i> with reasonable price.	kalangan ekspatriat Jepang dan para peselancar. Menawarkan Hormon Pot ala Jepang, shabu-shabu (harus dipesan terlebih dahulu), dan <i>banyak macam menu</i> lainnya dengan harga pas.
--	--	---

In the example above, there is adding information in the target language in which the information is not found in the source language. Its purpose to explain the meaning of the source language. The translator use a phrase *various menus* to a phrase *banyak macam menu*. This addition aims to identify the meaning of the information in the source language. By this addition, the expression feels natural and the expression is easier to be understood to the reader. That why, the expression “*various menu*” equivalent with “*banyak macam menu*”. The phrase of “*various menu*” which translated into “*banyak macam menu*” is a noun phrase which can be seen from the word class in that phrases.

3.7 Equivalent Meaning (Decreased Meaning)

Table 3.7. Decreased Meaning (Equivalent Meaning)

Data 1	SL	TL
	<i>An elegant restaurant</i> with the concept of wood fire cuisine the first	<i>Restoran elegan</i> yang membawa konsep hidangan kayu

	kitchen countertops dining in Bali	bara, restoran dengan penyajian makanan di atas meja bar panjang pertama di Bali
--	------------------------------------	--

Decreased meanings occur when the translator omits some information that appears in the source language. The followings are the examples of the decreased meaning. In the example above, there is an omission. The translator does not realize the words “*an*”. The complete meaning of the source language expression should be “*sebuah restoran yang elegan*”. By this shift, the meaning of the source language decreased. The translator considers that by this omission, the message of the source language is still understandable and the expression “*an*” is no need to show. The phrase of “*an elegant restaurant*” which translated into “*restaurant elegan*” is a noun phrase which can be seen from the word class in that phrases.

3.8 Non Equivalent meaning (No Meaning)

Table 3.8. No Meaning (Non-Equivalent Meaning)

Data 1	SL	TL
	A perfect living space to experience authentic Bali up close and personal. Set in the middle of <i>rural</i> Balinese	Tempat yang sempurna untuk merasakan pengalaman asli Bali secara lebih dekat. Terletak di tengah pedesaan Bali dengan

village with breathtaking views of green rice paddies and sensational atmosphere.	pemandangan sawah padi yang hijau dan suasana yang sensasional.
---	---

No meaning occurs when translators eliminate all of the information found in the source language text so that the target language text loses all of the information content of the source language text. The data above included in no meaning category because the translator eliminate the information found in the source language text so the target language text loses the information that content in the source language. The example can be seen in a word “**rural Balinese village**” which if its translated into Bahasa means “**pedesaan Bali**”, rural in the data has n meaning, it was not translated by the translator. It might happen because the translator thought it was not necessary to translate all sentences and only translated the important one.

3.9 Non Equivalent Meaning (Different Meaning)

Table 3.9. Different Meaning (Non Equivalent Meaning)

Data 2	SL	TL
	Restaurant with relaxing calm space that near to the hotel. The skilled chef offers delicious <i>Italian foods</i>	Restoran dengan suasana ruang yang tenang dekat hotel. Koki yang handal menawarkan anda beraneka <i>masakan Italia</i> yang lezat.

The data is included in different meaning, in a words “food”. Different meaning occurs when translators change the information contained in the source language text by using words that have different meaning in the target language. The actual meaning of “foods” is “makanan”, but in here, “food” in source language changes the meaning into “masakan” instead of makanan. Meanwhile it made in different translation, but the meaning is still transferred and acceptable in the target language. The phrase of “*Italian foods*” which translated into “*masakan Italia*” is a noun phrase which can be seen from the word class in that phrases.

IV. CONCLUSIONS

Based on the analyses above, here is the following result that found in Api Bali Tourism Magazine. 1) In here found 20 data of category shift from the magazine that provided English-Bahasa Indonesia translation this magazine is about Api Bali Tourism Magazine and for each data it consist of more than one types of category shift. As I mention earlier there are four types of category shift, they are structure shift, class shift, unit shift, and intra-system shift. Therefore, from those another four shift, the data obtained becomes more than 20 data, there are 16 structure shift data, 4 class shift data, 5 unit shift data and, 3 intra-system shift data.

2) The category shifts that occur in the English-Bahasa Indonesia texts of Bali Tourism Magazine can cause the degree of equivalences meaning. The equivalence meaning consist of three types, they are involve complete, increased and decreased meaning. Meanwhile non equivalent meaning consist of two types, they are no meaning and different meaning. From the magazine occurs 20 data, from one data can consist of more than one types of degree equivalence meaning, so from 20 data, get more than 20 categories, they are consist of

15 data of complete meaning, 3 data of increased meaning, 3 data of decreased meaning, 1 data of no meaning, 2 data of different meaning.

The occurring shift and degree of equivalence meaning in the translation can

make the translation accurate, natural, and communicative. By shift the translation uses natural forms of the target language and the message of the source language can be conveyed to the reader.

REFERENCES

- Catford, John C. 1965. *A Linguistic Theory of Translation: an Essay on Applied Linguistics*, London: Oxford University Press.
- Creswell, John W. 2014. *Research Design: Qualitative, Quantitative, and Mixed Method Approaches*, 3th edition. SAGE Publication
- Newmark. 1981. *Approaches to translation*. London: Pengamon Press
- Nida, E. A. and Taber, C.R. 1969. *The Theory and Practice of Translation*. Leiden: E.J Brill.
- Retmono. 2003. "Inaccurancies in the Translation pf Film Dialogues on Indonesian TV Stations" in Proceeding, Papers presented at Kongress National Penerjemahan at Surakarta, 15-16 September 2003. Surakarta: Universitas Sebelas Maret.