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CATEGORY SHIFT ON TOURISM MAGAZINE FROM ENGLISH INTO INDONESIAN: A TRANSLATION STUDY

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Article Info	ABSTRACT
Keywords: *Intra-system shift;* *Tourism brochure* *Translation;*	This study aims to analyze the category shifts found on tourism magazine. The qualitative descriptive method is used in this study to analyze the data. The source of the data was a tourism magazine of Api Bali English-Indonesian version. Data were collected on magazine from page 1-10. Theory of Catford (1965) regarding of category shifts was used to analyze the data. From the analysis found that there are 8 structure shifts, include 6 structure shift changes word order, and 2 structure change the grammatical order, 2 class shift, 4-unit shit, and 4 of intra-system with the highest usage of category shift is structure shift with a total of 8
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1. INTRODUCTION

The act of converting words from one language into another with the same meaning is known as translation. Translation involves two languages, namely the source language and the target language. The source language (SL) is the one that has to be translated, whereas the target language (TL) is the one that needs to be reached. In this study, English as SL and Indonesian as TL. Translation is not just an activity of transferring text content from source language to target language. Translation consists of the process of reproducing text into target language which has as much as possible an acceptable and correct equivalent of the message contained in the source language, firstly, in terms of meaning, and secondly in terms of style (Fitriani, 2017).

Catford (1965) on his books; *A Linguistic Theory of Translation*, states that translation is "the replacement of textual material in one language (SL) by equivalent textual material in another language (TL).'' According to Catford (1965:1), translation is a language procedure that involves changing a text from one language to another.

A translation technique known as "translation shift" involves substituting elements from the source language into the target language without altering the meaning (Kantiastusti, 2014). Catford (1965:73) states that "shifts in translation" in a text refer to a change from *formal correspondence* to *informal correspondence* during the process of translating text from one language to another so that the results are valid. Catford category translation shift is classified into two types: level shift and category shift. The level shift is a transition from the grammar to the lexis level, or vice versa. This signifies a language's grammatical order. There are four types of category shifts: structure shift, unit shift or rank change, class shift, and intra-system shift.

There are many previous studies that have analyzed translation shift, especially in terms of category shift. Here are some previous studies that related to this research. Adani Nur Sabrina (2022) in her study ''Category Shifts Analysis in the Translation of The Tales of Beedle The Bard'' focuses on category shifts in the translation and how they are implemented on the book, Herman (2014) on his study "Category Shifts in the English Translation of Harry Potter and the Philosopher's Stone Movie Subtitle into Indonesia (An Applied

Linguistics Study)" focuses on category shift on movie subtitle, and Kadek Ayu Ekasani, Ida Bagus Putra Yadnya, Ketut Artawa, and Ni Luh Ketut Mas Indrawati (2018) in their study ''Category Shifts in the Translation of Verb Phrases in English Cookbook into Indonesian'' focuses on category shift of verb phrases in book. Three of them have studied the category shift through the text book and movie subtitle.

Building on the previous study and covering the study's gap, this study focuses on analyzing the category shift that occurs in the English-Indonesian version of tourism magazine text than on the book or movie subtitle. According to the explanation above, the focus of this study would be guided by the following general question of what category shift that found in the tourism magazine text and what type is most commonly found in the data. Regarding to problems above, descriptive qualitative method is used to analyzing the data. A magazine that was chosen as the data source is the tourism magazine of Api Bali English-Indonesian version Vol. 21 on page 1-10 that valid on October 2017 until November 2017. The data was gathered without the participation of any individuals.

This research contrasted the study of various previous studies that had the same case as this study in its analysis. This study employed the following stages when analyzing the data: first, the research is carried out by reading and comparing the English and Indonesian texts. Then, the data was compared to see where the category shift from source text to target text happened. The data is categorized according to each unit, and the shift patterns are discovered following the categorization. Last, make a conclusion which category shift is most commonly found from the data.

2. METHODS

This study used descriptive-qualitative method. Descriptive-qualitative approach prioritized understanding the "what" and "how" of a phenomenon through detailed descriptions and thematic analysis of non-numerical data. This study applied qualitative method to describe category shift on tourism magazine from English into Indonesian.

This study employed non-participant observation with documentation and note-taking technique. Non-participant observation is a research method that involves observing participants without actively participating (William, 2008). The data was collected using purposive sampling technique to determine which sentence contained category shift on tourism magazine from English into Indonesian. The steps of collecting data were as follows: first, get the tourism magazine in the Indonesian and English version, second read and observing the brochures to identify the category shift in a form of words and phrases, and last note-taking on every word and phrase containing category shift found in the megazine.

The founded data was analyzed using Catford's theory by determining the marks of category shift underwent in the words and phrases during the translation process. The data also analyzed by using Miles and Hubberman (1994; 2014) framework. The steps of analyzing data are as follow: first, reduce the data to determine which data were acceptable to be analyzed, second Identifying the appropriate marks of category shifts for each data point., third displayed the data to show a more organized and structured using table, and last step was drawing conclusion to provide a detailed explanation of the words and phrases that underwent the category shift process during translation.

3. RESULTS AND DISCUSSION

According to Catford (1965:76), category shift is departures from formal correspondence in translation. Any grammatical category in the target language that can be claimed to hold the same position in the target language's system as the supplied source language category in the source language system is referred to as formal correspondence. In Alzuhdy (2014), when a translation departs from formal correspondence or an equivalent form in the source and destination languages, this phenomenon is known as *category shift*. Since each word in the source and target languages has a formal correspondence counterpart, there is no shift or change necessary in this instance. However, a change or shift in form is necessary to create equivalence between SL and TL.

Catford (1965: 76) distinguishes four types of category shifts. Structure shift, class shift, unit shift, and intra-system shift are all possible.

a. Structure Shift

The most frequent category shift in translation, across all ranks, is a structure-shift (Arosyida, 2022). Structure shift occurs because of a change in the grammatical arrangement or order of words in a sentence that can occur in all forms such as noun phrases, sentences, clauses, etc. In theory, the structure shift merely examines changes in word order in translation. For example:

SL: jewelry factory.
TL: pabrik perhiasan

This shift in structure occurs because there is a change word order in a sentence. This phrase does not get any other changes besides word order shift. Structure shifts that changes word order found in the data is shown in the following table.

Data	Page	SL	TL
1	3	Therefore, **promotional activity** conducted by API Magazine as one of printed media has been precise effort.	oleh karena itu, **kegiatan promosi** yang dilakukan oleh API Magazine sebagai salah satu media cetak merupakan upaya yang tepat.
2	7	Rice served in **coconut leaf**, served with various side dishes menu.	Nasi disajikan dengan **daun kelapa**, disajikan dengan berbagai macam menu lauk pauk.
3	8	LIA provides **tourist information center** which can help you to know essential information about Lombok before you start your holiday	LIA menyediakan **pusat informasi wisata** yang dapat membantu anda mengetahui informasi oentung tentang Lombok sebelum memulai liburan.
4	8	WiFi is available throughout the **terminal building,** giving you access to all the information you need while on the move.	WiFi tersedia di seluruh **gedung terminal**, memberi anda akses ke semua informasi yang anda butuhkan saat bepergian.
5	8	Then have a bite to eat at one of the restaurants or **premium lounge**.	nikmati pula bersantap di salah satu restoran atau di **lounge premium.**
6	8	for the passenger's convience, there are **smoking rooms** on the second floor, which are fitted with smoke extractors and comfortable seating.	demi kenyamanan penumpang, terdapat **area merokok** di lantai dua, yang dilengkapi dengan ekstraktir asap dan tempat duduk yang nyaman.

From the data 1, the word ''promotional activity'' is translated into TL (Indonesian) become ''kegiatan promosi'' which indicates that the word order in translation changes. This change is marked by a shift in word order. From the data 1 till 6, the translation contains no word additions or omissions. The translation has no effect on the text's meaning or message. The translation in the acceptability category feels natural, and the terminology used are likewise familiar to the reader in the target language.

Structure shift can also occur as a result of a change in the grammatical organization of the source and target languages as shown in the following table.

Data	Page	SL	TL
1	7	Surrounded by a forest and valley where you can hear the streams of a river! **Good place** to have a **quality time** with your family or friends!	Dikelilingi oleh lembah hutan dan lembah dimana Anda dapat mendengar suara arus sungai! **Tempat yang baik** untuk menikmati **waktu yang berkualitas** bersama keluarga atau teman!
2	9	The main reason to explore Sembalun is its range of	Alasan utama untuk menjelajahi Sembalun adalah **panorama pedesaannya yang memesona**.

breathtaking countryside panoramas.	

Data 1 has two of structure shift that change in the grammatical in one sentence. The word ''good place'' is translated into TL (Indonesian) become ''tempat yang baik'' which in this case, if the literary translated is used, it would be translated to ''baik tempat.'' The literary translation is unacceptable in the target language due to linguistic rules that differ across the source and target languages which makes the translation unnatural. As a result, the translator uses shift in converting the expression to ''tempat yang baik''; this expression is simple to understand and acceptable in the target language. Despite the fact that there is some ''yang'' to the information supplied by the target language.

Data 2 has a change in the order of words and its grammatical arrangement. From the data 2, the word ''breathtaking countryside panoramas'' is translated into TL (Indonesian) become ''panorama pedesaannya yang memesona'' which indicates that the word order in translation changes. This change is marked by a shift in word order also its grammatical arrangement. In this case, if the literary translated is used, it would be translated to ''mempesona pedesaan panorama'' which is unacceptable in the target language due to linguistic rules that differ across the source and target languages. As a result, the translator uses shift in converting the expression to ''panorama pedesaannya yang memesona''; this expression is simple to understand and acceptable in the target language. Despite the fact that there is some ''yang'' to the information supplied by the target language.

b. Class Shift

According to Catford (1965:78) in Maula (2014), class shift happens when the translation equivalent of an SL item is a member of a different class from the original item. The word "class shift" simply refers to a change in word class. A class shift occurs when a certain SL component of speech gets swapped out for a different TL portion of speech which may be due to the prevalence of expressions in language target, or because of the idiomatic meaning from the source language Alzuhdy (2014). For example:

SL: for the pursuit of happiness. (adjective)
TL: untuk mengejar kebahagiaan. (verb)   (Alzuhdy, 2014).

From the example, it shown that there is a shift in word class. The word ''the pursuit'' in SL is adjective phrase which translated to ''mengejar'' in TL is a verb phrase. The class shift found in the data is shown in the following table.

Data	Page	SL	TL
1	7	Surrounded by a forest and valley where you can hear the streams of a river! Good place to have a **quality time** with your family or friends!	Dikelilingi oleh lembah hutan dan lembah dimana Anda dapat mendengar suara arus sungai! Tempat yang baik untuk menikmati **waktu yang berkualitas** bersama keluarga atau teman!
2	7	The grand opening of the new Jalan Mertanadi store was on June 17th. It is typically Balinese ''Joglo'' style with modern decoration which is good to **photograph**.	Grand opening store baru di Jalan Mertanadi telah diadakan pada 17 Juni. Tipikal gaya ''joglo'' khas Bali dengan dekorasi modern yang bagus untuk **berfoto**.

From the data 1, the word ''quality time'' as SL is a noun phrase translated into TL (Indonesian) become ''waktu yang berkualitas'' which is verb phrase. It signifies that the class has shifted from noun to verb.

Data 2 also shows a change in word class. The word ''photograph'' as SL is a noun phrase translated into TL become ''berfoto'' which is verb phrase. Same as data 1, there is a class shift from noun to verb.

c. **Unit Shift**

Catford (1965:79) in Maula (2014) states that the unit shift refers to rank changes that differs from formal correspondence in that a unit at one level in the SL is translated as a unit at a different rank in the TL. Alzuhdy (2014) added that unit shift occurs when the translation that is done makes a change at the level of language units from SL to TL expressions. An upward rank shift is when there is a change from lower to higher units (1 to 2, 1 to 3, 2 to 4, etc.). On the other hand, a downward rank shift takes place if the shift is from a higher unit to a low unit (3 to 2, 4 to 3, 3 to 1, etc.). For example:

SL: gravity
TL: gaya tarik bumi

TL phrases are created from SL words. Actually, the word "gravity" has an Indonesian equivalent called ''gravitasi.'' In this case, the translator makes a translation shift in the shape of an upward rank shift due to his own word choice rather than grammatical imperatives (Alzuhdy, 2014). Unit shit found in the data is shown in the following table.

Data	Page	SL	TL
1	7	In November 2017, Papaya will be opened at Plaza Renon! The access from Sanur and Ubud become more easy and convenient. They offer sushi, side dishes, wheat bakery, and **many more.**	Pada bulan November 2017, Pepaya akan dibuka di Plaza Renon! Akses dari Sanur dan Ubud menjadi lebih mudah dan nyaman. Mereka menawarkan sushi, lauk pauk, roti gandum dan **lainnya.**
2	9	Surely, it will be a **great experience** in your life.	Tentunya, itu akan menjadi **pengalaman luar biasa** dalam hidup Anda.
3	8	Feel free to visit the counter and the officer will **happily** assist you.	Jangan ragu untuk mengunjungi konternya karena petugas akan dengan **senang hati** membantu Anda.
4	8	Don't forget to buy some souvenirs for your lovely family and friends, *then* have a bite to eat at one of the restaurants or premium lounge.	Jangan kelewatan untuk membeli oleh-oleh untuk teman dan keluarga tercinta. Nikmati pula bersantap di salah satu restoran atau di lounge premium.

Data 1 shows that there is a unit shift that occurs from a higher rank to a lower rank. The word ''many more'' as SL translated to TL became ''lainnya'' which the source language has two words that have been translated into one word. There are more words in the source language than in the target language. It can be concluded that in data 1, there is a shift called a downward rank shift. The word ''many more'' was converted into ''lainnya'' to make the translation more intelligible to readers.

Data 2 shows that there is a unit shift that occurs from a lower rank to a higher rank. The word ''great experience'' as SL translated to TL became ''pengalaman luar biasa'' which the source language has two words that have been translated into three words. There are more words in the target language than in the source language. It can be concluded that in data 2, there is a shift called upward rank shift. Same as data 2, there are more words in the target language than in the source language in data 3. The word ''happily'' was converted into ''senang hati'' that indicates a shift called upward rank shift. This occurs to make the translation more intelligible to readers.

Data 4 occurs a shift called upward rank shift. Structurally, the SL ''don't forget to buy some souvenirs for your lovely family and friends, *then* have a bite to eat at one of the restaurants or premium lounge'' is a word and the TL ''jangan kelewatan untuk membeli oleh-oleh untuk teman dan keluarga tercinta. Nikmati pula bersantap di salah satu restoran atau di lounge premium'' is a clause.

4. Intra-System Shift

Catford (1965:80) in Alzuhdy (2014) states that intra-system shifts are for cases where a shift occurs because it is caused by the order language that is different from the two languages that are involved. The term

"intra-system shift" is used to describe a shift that happens internally within the framework of a particular language. The words "siswa-siswa" and "pohon-pohon" are repeated by the speakers of Bahasa Indonesia to convey the quantity of a number (Maula, 2014). In addition, English has its own standards. According to Aji (2017) in Maula, it uses specific phrases, such as the articles a, an, the, and this, which serve as determiners, to represent the quantity of numbers by employing the cardinal numbers one, two, and three followed by the things and the suffixes (-s and -es), English speakers can express "many," "much," and "few." For example:

SL: The butterflies have beautiful wings.
TL: Kupu-kupu memiliki sayap yang indah.   (Maula, 2014)

The subject "butterflies" is used in the line above as a plural noun, indicating that there are many butterflies with beautiful wings. The prefix "- es" designates the plural form. As a result, the plural word in the SL is transformed into the singular form in the translation, which is "kupu-kupu". Although the phrase "kupu-kupu" is frequently used to indicate a large quantity, it was originally a solitary word in Bahasa Indonesia. If the term "kupu-kupu" is used to indicate the plural form and is followed by "kupu-kupu - kupu-kupu," the statement will be unclear. Intra-system shift found in the data is shown in the following table.

Data	Page	SL	TL
1	3	Magazine is one of the reference to promote Bali as a tourism destination to make it more recognizable and loveable by **tourism lovers**.	Majalah adalah salah satu referensi untuk mempromosikan Bali sebagai tujuan wisata agar lebih dikenal dan dicintai oleh **penikmat wisata**.
2	4	The **two countries** have developed a strong friendship and a cooperative relationship across various fields, and today they are strategic partners that are indispensable to each other.	**Kedua negara** telah mengembangkan hubungan persahabatan dan kerja sama dalam berbagai bidang dan kini menjadi mitra strategis penting bagi satu sama lain.
3	5	At the moment, there are about 4.630 Indonesian **students** who are studying in Japan.	Saat ini sekitar 4,630 **mahasiswa** Indonesia sedang menempuh pendidikannya di Jepang.
4	8	LIA is hosting **many events** that highlight unique aspects of Lombok culture for travelers from other places and overseas, to deepen uour understanding of Lombok.	LIA mengadakan **banyak kegiatan** yang menyoroti aspek unit busaya Lombok untuk para pelancong dari daerah lain di Indonesia dan juga luar negeri, dengan tujuan untuk memperdalam pemahaman Anda tentang Lombok.

From the data 1, the word ''tourism lovers'' as SL translated to ''penikmat wisata'' in TL. ''tourism lovers'' is expressed in the plural form, but it is understood to be ''penikmat wisata'' in the singular form. This change takes place as a result of the different linguistic norms in the two languages. Using the repeated word to translate the expression into plural form as ''penikmat-penikmat wisata'' in target language makes the translation unnatural because of the disparities in linguistic conventions between the source language and the target language.

Same as data 1, data 2, 3, and 4 also expressed in the plural form, but it is translated in the singular form. The SL of data 2 ''two countries'' translated into TL ''kedua negara'' not ''kedua negara-negara.'' Data 3 with SL ''Indonesian students'' translated to TL ''mahasiswa Indonesia'' not ''mahasiwa-mahasiswa Indonesia,'' and data 4 with SL ''many events'' translated to TL ''banyak kegiatan'' not ''banyak kagiatan-kegiatan.'' It is proven by Alzuhdy (2014). He states that '' when the plural is preceded by a word plural number pointer, indicating that the noun behind it totals more than one, then there is a difference in grammatical systems of the two languages.''

5.   CONCLUSION

Based on the analyses, there are 18 data of category shift that have been found in tourism magazine of Api Bali English-Indonesian version Vol. 21 on page 1-10 that consist more than one of category shift. Structure shift, class shift, unit shift, and intra-system shift are four types of category shift. The analyses shows that there are 8 structure shift data, include 6 structure shift data changes word order, and 2 structure data change the grammatical order, 2 class shift data, 4-unit shit data, and 4 of intra-system data. The highest usage of category shift is structure shift with a total of 8 data. It is concluded that all of category shifts are used in the Api Bali Tourism Magazine Vol. 21 on page 1-10.

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Data Source*:*   Api Bali Tourism Magazine English-Indonesian version Vol. 21 on page 1-10, valid on October 2017 until November 2017.