

An Analysis of Category Shift and Its Equivalence in Tourism Promotion Video Subtitles

Ni Putu Sintya Puspita Sari¹, Ni Made Diana Erfiani², I Gusti Nyoman Putra Kamayana³

¹ Faculty of Business, Tourism, Education and Humanities, Dhyana Pura University, Indonesia;
20110201011@undhirabali.ac.id

Article Info

Keywords:

Category shift, Equivalence, Translation, Video Tourism Promotion

ABSTRACT

This study aims to identify the types of category shift defined by Catford theory (1965) and Nida's for translation equivalence (1964). The descriptive qualitative method was used to analyze the data. This study used a secondary source from four videos. First, Badung Heaven of Dream, second, Pantai Melasti were posted in Jegeg Bagus Badung YouTube Channel. Third, Pungin puspa, and fourth, A Story of Sacred Bond from West Bali were posted on Jegeg Bagus Bali YouTube Channel. This study analyzed words, phrases, clauses, terms, and sentences. Total data were 33 data, which analyzed qualitatively. The analysis showed that there were four types of category shift. They were Structure shift (17), Class shift (1), Unit shift (10), and Intra-system shift (5). This study also found two types of translation equivalence. Namely Formal equivalence (21) and dynamic equivalence (12). The most dominant types of category shift that found is structure shift and the most dominant equivalence that found is formal equivalence.

Corresponding Author:

Ni Putu Sintya Puspita Sari
Dhyana Pura University
20110201011@undhirabali.ac.id

This is an open access article under the [CC BY-NC-SA](https://creativecommons.org/licenses/by-nc-sa/4.0/) license.



1. INTRODUCTION

Translating words into another language with the same meaning is called translation. A translation requires two languages: the source language and the target language. What is to be translated is called the source language (SL), and the translated language is called the target language (TL). This study uses Indonesian as the SL and English as the TL. Catford (1965:20) defined the process of substituting text in one language (SL) for similar content in another (TL) is known as translation. Catford underlines that the translated text must be equivalent to the original. Since equivalence is an essential concept in the translation process, the message in TL must be similar to the message in SL.

The main challenge of translation practice is determining TL translation equivalent. According to Catford (1965:27), the translation equivalent is an empirical fact that is found through formal correspondence between SL and TL texts. Formal correspondence can be of any kind. (Structure, element of structure, Class, Unit, etc.) that can be considered to occupy the same place from ST (Source text) to TT (Target text) as closely as possible. Since the grammatical form of those languages are different, the shift usually happens during translation. Shifts can occur on both the surface word and the structure in order to establish equivalence, also known as a category shift.

The first study comes from the Proceedings of the International Conference of Learning on Advance Education (ICOLAE 2021) entitled "An Analysis of Translation Shift and Its Equivalence into Margot Heinemann (1935) by John Conford into Huesca (1984) by Chairil Anwar" by Hanggraningtyas (2022). This study aims to find the translation shift types that proposed by Catford and the translation equivalence that proposed by Nida. The second study comes from National Journal entitled "Translation Shift and The Equivalence in Children's Novel 'The House at Pooh Corner' by Wulansari, Arvianti, Wulanjani, and

Annafi's (2023). The study aims to find the types of translation shift that proposed by Catford and translation equivalence that proposed by Popovic. The third study from Thesis entitled "Translation Shift Analysis in the 'Luca' Move by Imanda (2003) to find the types of translation shift and to find the most dominant types. Based on the previous studies, this study examined the critical issues related to the types of category shift and types of equivalence. The previous studies used the data from Novel, Subtitle or poem while this study uses subtitle data from tourism promotions videos on YouTube.

This is very urgent to analyze because there is no study focusing on the types of category shift and types of equivalence in video tourism promotion, as Catford and Nida proposed. In addition, this research is also very important to help readers understand the study of category shift and translation equivalence which can also be found not only in literature works but also the application of this study can be found in the closest environment, which is in promotional videos that are often found on YouTube. Based on the phenomena above, this study used texts (subtitles) from promotional videos tourism in Bali as a secondary data source this research, aims to analyzed in more depth and detail category shift and its equivalence based on the form and the meaning. The first focus of this study is to find the types of category shift from ST to TT that found in the tourism promotion video subtitles. The second focus in this study is to find out the types of equivalence from ST to TT that found in the tourism promotion video subtitles. The types of category shift in this study use the theory by Catford (1965) namely structure shift, unit shift, intra system shift and class shift, while for the types of equivalence in this study used the theory by Nida (1964) namely formal equivalence and dynamic equivalence on the four-tourism promotion video subtitles there are Pungin puspa, Badung heaven of dream, Pantai Melasti and A sacred bond from West Bali.

2. METHODS

The data was analyzed descriptive qualitative approach in this study. The data of this study were taken from Jegeg Bagus Badung YouTube channels <https://www.youtube.com/@jegegbagusbadung1694> and Jegeg Bagus Bali YouTube channels https://www.youtube.com/results?search_query=jegeg+bagus+bali and the data accessed on November 3, 2023. There were four videos the first video was published on November 14, 2022, entitled Pungin Puspa, the second video was published on August 13, 2022 entitled Badung Heaven of Dream, the third video was published on February 10, 2021 entitled Pantai Melasti and the fourth video was published on November 14, 2022 with the title A Story of Sacred Bond from West Bali. The documentation approach and the note-taking method were utilized in this study to collect data, which came from the four videos' subtitles. There were various steps involved in gathering the data for this study. Visiting the YouTube channels Jegeg Bagus Badung and Jegeg Bagus Bali was the first step. Second, found the video promotion included the subtitle in English and found the data (word, phrase, clause, sentence or terms) that had types of category shift that purposed by Catford (1965) and translation equivalence (1964). Third, take a screenshot of the data that showed various types of category shift. Using note-taking technique, the last step involved writing down any material that showed a category shift and translation equivalency. A table was then created for any data found on the promotion of four videos.

Following data collection, the next step is to analyze it. The technique of analyzing the data is used theories that purposed by Miles and Huberman (1994). They categorized step to analyzing the data, namely reduction, display the data, and data collection. First, data reduction. Following the data collection process utilizing the note-taking and documenting methods, the data was reduced using the structure, class, unit and intra-system shift categories that Catford (1965) proposed. Also, the types of equivalence by Nida (1964) into two types namely formal and dynamic equivalence. Second, the data display. The data was presented as explanation text, especially for the part of finding the formal and dynamic equivalence, this study uses the Oxford and Merriam-Webster online dictionary to analyze the meaning of translation in ST and KBBI to analyze the meaning of translation in TT, Third, data conclusion, at this step the results of data analysis that has been completed in the form of descriptive qualitative method and then the data is concluded.

3. RESULTS AND DISCUSSION

Result

The study's findings showed that four videos promoting tourism (Pungin Puspa, Badung Heaven of Dream, Pantai Melasti and A Sacred Bond from West Bali) used all the types of category shift purposed by Catford (1965) and types of translation equivalence purposed by Nida (1964).

The data of this study were taken from Jegeg Bagus Badung YouTube channels <https://www.youtube.com/@jegegbagusbadung1694> and Jegeg Bagus Bali YouTube channels https://www.youtube.com/results?search_query=jegeg+bagus+bali and the data accessed on November 3, 2023. There were four videos the first video was published on November 14, 2022 entitled

Pungin Puspa, the second video was published on August 13, 2022 entitled Badung Heaven of Dream, the third video was published on February 10, 2021 entitled Pantai Melasti and the fourth video was published on November 14, 2022 with the title 'A Story of Sacred Bond from West Bali'.

Table 1. Types of Category Shift from Four Videos Tourism Promotion

No	Types of Category Shift	Total
1	Structure Shift	17 Data
2	Class Shift	1 Data
3	Unit Shift	10 Data
4	Intra-system Shift	5 Data

Table 2. Types of Translation Equivalence from Four Videos Tourism Promotion

No	Types Translation Equivalence	Total
1	Formal Equivalence	21 Data
2	Dynamic Equivalence	12 Data

Discussion

The Types of Category Shift from ST to TT

Catford (1965) identifies four types of category shift: structure shift, unit shift, class shift, and intra-system shift. These shifts are included in the rank section (unbounded and rank bound translation), but Catford describes in more detail these rank shifts into categories such as structure, class and also system.

1. Structure Shift

Structure shifts occur when the translation changes in grammatical form (structure) between the ST to TT. It occurs as a result of the disparity in linguistic systems between the source and target texts. Translation structure shift is necessary to ensure that the translated text is grammatically correct in the TT while conveying the intended meaning of the ST.

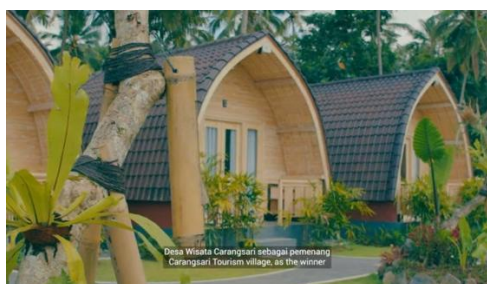


Figure 1. Structure Shift

Data 1

ST : 0:21 *Desa Wisata Carangsari sebagai pemenang*

TT : *Carangsari tourism village as the winner*

(Video 1 Pungin Puspa video posted on 14 November 2022)

Structure shifts happen When the grammatical forms of the ST and TT shifting. Either English or Indonesia has different principles about noun phrase construction. The noun phrase structure of 'Desa Wisata Carangsari' was Modifier + Head, meanwhile, in the TT, the translation to be Carangsari Tourism Village had the structure Head + Modifier. Both data explain the place name of the tourism village, but the difference is seen in the formation structure of the phrase Head and Modifier. Desa Wisata (Noun + Noun) as the pre-modifier to provide extra information about a particular noun that comes before the noun they modify, while the word that modifier describes is called the head, in the data one Carangsari (noun) as the head. While in TT the noun phrase becomes Carangsari Tourism Village, it was constructed with the H+M, Carangsari as the head is placed before the modifier tourism village as known as post modifier because these phrases come after the noun that modify. Both of the translation data have the different structure that constructed the noun phrase.

2. Class Shift

Class shifts occur when a target text item's translation equivalent belongs to a different class (or part of speech) than the source text. There is a word class shift. Class change follows structure shift. This can be related to the class's logical dependence on structure. The structure shift focuses on the different position, which is the structure of the phrase or word, but in the class shift more focused about the different position of phrase or word that impact of the change class (part of speech in the text).



Figure 2. Class Shift

Data 1

ST : 2:50 Yang *tak terlupakan* seperti berenang, bermain pasir

TT : That we can *do* in this area such as swimming, playing sand

(Video 3 Pantai Melasti posted on 10 February 2021)

The class shift happened in the translation data when the ST items shifted to the class in the part of speech text. The first data indicated as the class shift that was found in video three, because of the different types of class from adjective to verb. In the data above the ST *tak terlupakan* is known as an adjective because an express that the activities mentioned are unforgettable things for tourists when visiting the location, but in the TT, it changes to become the verb 'do' it means the action that the tourist activity when visit the area. From the data one is indicated as the class shift because the shifting of grammatical function in the data from ST to TT.

3. Unit Shift

A unit is a segment of language use that has particular structure. In English, a unit consists of a sentence, clause, and group, each of which includes a specific type of significant grammatical pattern. When a unit of one rank in the source text gets translated into a unit of a different rank in the target text. This condition is known as unit shift. There are transitions between sentences and clauses, words and phrases, and vice versa. The shift in unit can be categorized into two types namely, an Upward rank shift is when there is a change from lower to higher units (3 to 4, 1 to 2, 4 to 5 and 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 to, etc). Machali (2000) claims that every language has a hierarchy consisting of five linguistic components as its pattern, system, or language, namely: 1. Morphemes; 2. Words; 3. Phrases; 4. Clauses; 5. Sentences.



Figure 3. Unit Shift

Data 1

ST : 5:55 *mendambakan kedamaian*

TT : *peace*

(Video 2 Badung the heaven of dream posted on 13 August 2022)

The unit shift is the part of category shift that happens when the ST to TT translation shift especially on the level or the rank unit, such as phrase to word, clause to phrase or sentence to clause to achieve an equivalent. The data one that found in video two categorized as the unit shift from phrase to word or higher level to lower level. In the ST data '*mendambakan kedamaian*' is categorized as the verbal phrases, it consists of the verb '*mendambakan*' (to long for or desire) and the noun '*kedamaian*'. Together, they form a phrase that express the action of longing for or desiring peace, while to achieve an equivalence the subtitle the verbal phrases *mendambakan kedamaian* is shifting become the word peace (noun) that means of a sense calmness and security that attracts tourist seeking relaxation, and a break from stress or tension.

4. Intra System Shift

When a system in the SL has a translation equivalent in the TL that is not the same, this is known as an intra-system shift, which departs from formal correspondences and happens internally within a system. (Catford, 1965:80). It means the concept from ST that expressed does not have an exact match in TT, because both of two languages had different grammatical rules. For instance, in Bahasa Indonesia, the word "singular" is used instead of the English term "plural," or vice versa.



Figure 4. Intra System Shift

Data 1

ST : 2:24 yang memiliki *tujuh buah pancoran* dan dikeramatkan

TT : Which has *seven showers* and sacred

(Video 2 Badung the heaven of dream posted on 13 August 2022)

The intra-system shift happens in the translation data when the data is shifting internally within a system or this shift takes place when language items in the ST that are plural in nature are shifting into singular things in the TT, or vice versa. In the data one is indicated as the intra-system shift because the ST and TT data is shifting internally, the ST Noun phrase pre modifier "*tujuh buah*" and the head "*pancoran*" is translated in the pre modifier seven and the head showers. The shifting intra system shift happened in the head of both the TT and ST data. In the ST *pancoran* is singular form since it is already preceded by the numeral or a quantifier "*tujuh*" which denotes plurality in the ST, while in the TT to achieve an equivalence in the target audience the word that indicate plural is added by the word s/es. Because the word shower is ending, the word 'r' is added 'S' at the end without translated the word 'buah' in ST to make clear in the TT.

The Types of Category Shift from ST to TT

Equivalent is one of the core concepts of translation, and often one of the best places to start when explaining the process of language translation, because this is the core concept, the translator must look for the equivalence between ST to TT, so there is no missing information when transferring the messages. Since the message of the ST is the important part of the equivalence, translator tries to translate as natural as possible the ST into TT, Nida (1964) divided equivalence into two types namely "Formal and Dynamic Equivalence".

1. Formal Equivalence

This type attempts to reproduce several formal elements, including consistency to the grammatical units retaining all formal indicators, translating noun by noun and verb by verb, and translating all phrases and sentences into one cohesive unit rather than dividing and rearranging them, such as punctuations, paragraph break and others, consistency in word usage means preserve a particular term in ST even though it may have absurd meaning and also this type of equivalence also does not make adjustments to achieve an

equivalence. The types of formal Equivalence that found in the data of subtitles video promotion as follows in the data below.



Figure 5. Formal Equivalence

Data 1 /Structure Shift/ Video 1

ST : **0:21** *Desa Wisata Carangsari sebagai pemenang*

TT : *Carangsari tourism village as the winner*

The data one data found in the structure shift is indicated as the formal equivalence, since Formal equivalence strictly maintains the same category, class, or structure of ST, and constructions are of equal class. In the terms of class this data is same namely in the part of phrases, even though the word order from head and modifier is different but the class or unit of the data is same between ST and TT, In ST '*Desa Wisata Carangsari*' is Modifier + Head, meanwhile, in the TT, the translation to be Carangsari Tourism Village has the structure Head + Modifier. Both data explain the place name of the tourism village. This is the strong reason make this data is categorized as the formal Equivalence. In the meaning of the data, in Indonesian language, the word "*desa*" is translated "Village" in the TT. According to Kamus Besar Bahasa Indonesia, has a meaning as '*kesatuan wilayah yang dihuni oleh sejumlah keluarga yang mempunyai sistem pemerintahan sendiri*', while for the TT According to Merriam-Webster 'a territorial area having the status of a village especially as a unit of local government'.

The translation of the word '*desa*' to 'village' is still acceptable and accurate based on the context. On the other hand, the word '*pariwisata*' is translated into 'tourism'. According to Kamus Besar Bahasa Indonesia, '*pariwisata*' has meaning as '*yang berhubungan dengan perjalanan untuk rekreasi*' while for the TT according to Merriam – Webster 'tourism' has meaning as 'the accommodation of tourists'. Both of the data translations have the same meaning that express about villages that are officially designated and managed for tourism purposes and the name of the village is Carangsari. In the translation work, the translator perspective is avoided when translate the data and Grammatical units that exist in ST in the form of noun phrases still exist in TT, that is one form of formal equivalence.

2. Dynamic Equivalence

This equivalence pays more attention to the naturalness of expression and attempts to relate the target audience's patterns. Instead of translating words for words, this type of equivalence attempts to translate ideas for ideas. This type contains essential elements including equivalent, which points toward the ST message and finding a meaning that is still equivalent despite having different forms with the closest approach, because Dynamic equivalence translation aims to achieve the naturalness of expression and makes an effort to act in a way that is relevant to the recipient in his own cultural context, simply translating the message without attempting to comprehend the cultural norms of the setting in the source language (Nida1964 : 160). The types of formal Equivalence that are found in the data of subtitles video promotion as follows in the data below.



Figure 6. Dynamic Equivalence

Data 1/Class Shift/Video 3

ST : 2:50 Yang ***tak terlupakan*** seperti berenang, bermain pasir

TT : That we can ***do*** in this area such as swimming, playing sand

The data one is categorized as the dynamic equivalence in the meaning, while in the structure is categorized as the class shift. This data is Equivalence based on the meaning and the structure. It can be seen based on the meaning the translator attempts to shift the class of the term from ST to TT in the translation. In the translation. From ST the class of the word is an adjective while to achieve an Equivalence the translator shifting the class becomes a verb. Because there is a shifting of form in the data, this data is categorized as the Dynamic equivalence in the meaning because the meaning of the transfers without using the exactly same phrase or form in the ST. This happened in data one that was found in the class shift on video 3, because the translator put his own thoughts in the data of the translator. In the ST the phrases '*yang terlupakan*' from the root of word '*lupa*' that add the prefix "ter" and suffix kan become an adjective, that has a meaning '*tidak teringat atau tidak lepas dari ingatan*' according to Kamus Besar Bahasa Indonesia. However, in the target language this data is untranslated, becomes an adjective but it translates into 'do' that indicates the verb that has a meaning perform or execute according to Merriam Webster.

From the data of translation, it can be seen the dynamic equivalence happened in the data since the translator translate the data not word for word but thought for thought to make the data of translation equivalence in the context, the translator chooses to translate into verb to make the data is more detail and naturalness in the TT that explain about the activity that can the tourist doing during their vocation at the destination.

4. CONCLUSION

The research findings indicated that all types of category shift discovered in this study. The first was Structure shift (17 data), The second was Class shift (1 data), The third was Unit shift (10 data), and last Intra-system shift (5 data). It concluded there are 33 data that can be categorized of category shift and the type of structure shift was the commonly of types that used at subtitle video promotion subtitle, due to the difference in grammatical structure between ST to TT either from (head + modifier) in ST and change its structure to (modifier + head) in TT. The structure shift type is very often found in every translated text. This research also validated Catford's (1965: 77) statement that structure shift type is most frequently found in the data translation.

The result of discussion regarding the types of Equivalence, found that all the types of Equivalence based on Nida theory were found in the video tourism promotion. The data were 33 data with the formal equivalence that can be found in this study were (21 data) and dynamic equivalence that can be found in this study were (12 data). From the data, the types of formal equivalence are the most types that found in this study, it is because the translator tries to achieve an equivalence by more focused attention to achieve as close as possible in the ST, this type of equivalence attempts to convey the message word for word while omitting the translator's personal opinion.

The connection between problems one and two in this research which discusses the equivalence of structure and meaning in a translation of promotional video subtitles is very related. Because, the dominant type of category shift found in the first problem, namely structure shift, explains that the translator attempts to follow the rules of different grammatical forms from ST to TT. In its position (Head + Modifier) to (Modifier + Head) without changing the word class, the word unit or increasing and decreasing their level part of speech. So that at the part of the structure the translation data is equivalence. While at the part of meaning, which is also influenced by the structure and meaning in the dictionary, in this second problem it can be seen that the type of formal equivalence is the most commonly found. Because this type explains that the correct translation is a word-for-word translation, which means that both structure and meaning must remain without any adjustment of the translator's opinion or thought in the data.

5. ACKNOWLEDGEMENTS

First my most enormous gratitude goes to Ida Sang Hyang Widhi Wasa for the blessing, guidance, and love until I Finished my article. I also realize that there are so many people who helped in doing this thesis, and I would like to express my gratitude for my parents, relatives, and friends for their emotional and physical support throughout the writing of this article. Lastly, I would like to express my gratitude to my advisor, Dr. Ni Made Diana Erfiani, S.S., M.Hum, and to I Gusti Nyoman Putra Kamayana, S.S., M.Hum, for their invaluable support in helping me complete and publish this article.

6. REFERENCES

- Catford, J.C. (1965). *A Linguistic Theory of Translation*. Oxford: Oxford University Press.
- Hanggraningtyas, D. E. (2022). An analysis of translation shift and its equivalence in to Margot Heinemann (1935) by John Cornford into huesca (1948) by Chairil Anwar. In *International Conference of Learning on Advance Education (ICOLAE 2021)* (pp. 759-766). Atlantis Press.
- Imanda, R. (2023). The Translation Shift Analysis in the "LUCA" Movie Doctoral dissertation, *UIN Ar-Raniry Banda Aceh*.
- Jegeg Bagus Badung. Badung Heaven Of Dream. Online Video Clip.Youtube.Bali,13 August 2022.Retrieved on 3 November 2023. <https://www.youtube.com/watch?v=TBBwWx2VFtg>
- Jegeg Bagus Badung. Pantai Melasti Video Promosi Jegeg Bagus Badung 2020. Online Video Clip. Youtube. Bali, 10 February 2021. Retrieved on 3 November 2023. <https://www.youtube.com/watch?v=44QuNSKOlbw&t=2s>
- Jegeg Bagus Bali. A Story of Sacred Bond from West Bali – Jegeg Bagus Jembrana (Jegeg Bagus Bali 2022). Online Video Clip. Youtube. Bali, 14 November 2022. Retrieved on 3 November 2023. https://www.youtube.com/watch?v=FWBsR6_nvoQ
- Jegeg Bagus Bali. Pungin Puspa – Jegeg Bagus Badung (Jegeg Bagus Bali 2022) Online Video Clip. Youtube. Bali, 14 November 2022. Retrieved on 3 November 2023. <https://www.youtube.com/watch?v=97Imvfn1EC4&t=2s>
- Kamus Besar Bahasa Indoneisa web. (2024). Retrieved from : <https://kbbi.kemdikbud.go.id/>
- Machali, R. (2000). *Pedoman Bagi Penerjemah*. In Jakarta: PT Grasindo
- Merriam-Webster Online Dictionary. (2024) . Retrieved from: <https://www.merriam-webster.com/>
- Miles, M.B., & Huberman, A.M. (1994). *Qualitative data analysis; An Exapanded sourcebook*. Sage
- Nida, E. (1964). *Toward a science of translation*. Leiden: Brill
- Oxford Learner's Dictionary. (2024). Retrieved from <https://www.oxfordlearnersdictionaries.com/>
- Wulansari, A, Arvianti, G.F., Wulanjani, A.A., & Annafi', S. (2023). Translation Shift and The Equivalence in Children's Novel "The House at Pooh Corner" *EduLite: Journal of English Education, Literature, and Culture*, 8(2), 321-334. <http://dx.doi.org/1030659/e.8.2.361-373>