

INTRA-SYSTEM SHIFT ANALYSIS IN THE TRANSLATION OF TOURISM BROCHURE

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ABSTRACT

This study aims to analyze the shift in translation from translation studies on the translation shift one on the Prambanan Temple Brochure in translation by Catford (1965). From Bahasa Indonesia as Source English (SL) English target language (TL). This research is a qualitative research method. Intra-system shift was collected by non-participation and using note-taking techniques to collect relevant data from the Prambanan Temple Tourism Brochure. The analysis used in this research is descriptive linguistic analysis which tries to explain the standard forms of language. The source of the results was that there were 7 intra-system shift data shifts from the translation of the Prambanan Temple tourism brochure.

Keywords: Intra-System, Translation, Tourism Brochures

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.

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.

However, there has been no research on Translation intra-system shift regarding category shifts in translation. Therefore, this study aims to analyze the category shift from the theoretical translation Brochure in Prambanan Temple in Catford's translation (1965).

Renna Riskita, Zuhron Zuhron (2022) In her study "Category shifts and quality in "to all the boys: always and forever "movie subtitles" focuses on changes in category or quality in film subtitles, Dian Indriani Sibagariang (2023) in her study "Translation Shifts of Indonesian-English Translation in Informative Text related to Non-Fungible Token (NFT) issue" focuses on shifts in Indonesian-English translation, M Herman (2014) in 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 the category shift in the English translation of Harry Potter and the Philosopher's Stone film subtitles into Indonesian (applied linguistics study).

Therefore, this research is different from the research above in terms of object and covering the research gap. This research focuses on analyzing the translation shifts that occur in English-Indonesian Prambanan Temple tourism brochures. This is investigated because there are some differences between English as Indonesian as the Target Language which causes some shifts. The problems discussed in this study:

- 1) How to find the types of translation shifts in the Prambanan temple tourism brochure?
- 2) How to define Sentences on intra-system shifts?

The research data was taken from TWC Indonesia Heritage Management Prambanan Magnificent Heritage Access from Twc. This research was conducted using qualitative methods. This study contrasts research from various previous studies which have the same case as this study in its analysis.

This study used the following stages in analyzing the data: First, the research was conducted by reading, comparing the vocabulary in English and Indonesian texts which contained greetings to the Prambanan Temple Tourism Brochure. Second, the data is compared to see where there is a shift in translation from the source language (SL) to the target language (TL). Third, the data is listed according to each shift. Finally, an example of each part of the predetermined translation shift is given.

2. Research method

The data for analysis in this study were taken from the Prambanan Temple Brochure, Brochure Published at TWC Indonesia Heritage Management Prambanan Magnificent Heritage Access from Twc. TWC Brochures Prambanan Temple published 2 brochures in English and Indonesian. The text was selected using Catford's (1965) translation procedure, which is about intra-system shift.

In general, there are two main types of research, namely qualitative and quantitative. Regarding this research, applying a qualitative method is a more specific analysis. That qualitative research focuses on exploring questions like what, why, and how and focuses on the meaning of the measurement pad.

The researcher uses a qualitative descriptive method in this study because the focus of this research is to analyze the shift in categories and language found in the process of translating the brochure "Borobudur Temple". The qualitative method is a method that focuses on in-depth observation. Therefore, the use of qualitative methods in research can produce a more comprehensive study of a phenomenon.

These limitations include reliance on the quality and availability of relevant brochures, the risk of bias in brochure selection, and the researcher's limited control over the data collected.

3. Result&Discussion

The data's intra-system shift is displayed in the following table.

SL	TL
<p>Candi prambanan adalah candi Hindu dari abad ke-9 yang terletak di Jawa Tengah, Indonesia, pembangunan candi prambanan ditunjukkan oleh trimurti.</p>	<p>Loro jonggrang temple as main complex of prambanan compound is 9th century compound in central Java, Indonesia, dedicated to the trimurti.</p>

From the data 1, the word "Candi" as SL translated to "Temple" in TL. In this case, the word "Temple" is translated into "Candi" refers to Prambanan itself as one of historical places in Indonesia. If it is translated as "town" or "temple", it creates a whole different

meaning as a place to worship God for Hindu or Konghucu people not as a historical place in Indonesia. 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."

SL	TL
Candi siwa sebagai candi utama adalah bangunan terbesar sekaligus tertinggi di kompleks candi Roro Jonggrang, berukuran tinggi 47 meter dan lebar 34 meter.	The shiva Temple is the tallest and largest structure in prambanan Loro jonggrang complex, it measures 47 metres tall and 34 metres wide.

From the data 2, the word "Siwa" as SL translated into "Shiva" in TL should be in the form of plural. Shiva is known as The Destroyer within the Trimurti, the Hindu trinity which also includes Brahma and Vishnu. Shiva is the Supreme Lord who creates, protects and transforms the universe. "Shiva" comes from Sanskrit and it can be spelled "Shiva" or "Siva." Thus, in TL it is translated into "Shiva" as Hindu people in Indonesia pronounce it "Shiva." 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."

SL	TL
Di candi wisnu terdapat arca dewata yang diapit oleh dua apsara atau bidadari kahyangan	In wisnu temple there are statues of gods flanked by two apsaras or celestial nymphs .

From the Data 3, the words "Bidadari kahyangan" as SL translated into "Celestial nymphs" in TL. It is done because if we take a look at "Celestial" in TL means "berhubungan dengan angkasa, langit, surga" and "Nymphs" in TL means "Peri, Bidadari, Gadis Cantik." Therefore, if we pay attention to the data 3 that discussed about Gods' statues related to Hindu history, the best choice to translate "Celestial Nymphs" in target language makes the translation unnatural because of the disparities in linguistic conventions between the source language and the target language.

SL	TL
Brosur adalah salah satu referensi untuk mempromosikan Pariwisata Candi Prambanan sebagai tujuan wisata agar lebih dikenal dan dicintai oleh penikmat wisata	Brochure is one of reference to promote Tourism Candi prambanan a tourism destination to make it loveable by tourism lovers

From the data 4, the word "Penikmat Pariwisata" as SL translated to "Tourism lovers" 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.

SL	TL
Candi Perwara	Pervara Temple

From the data 5, the word "Perwara" as an SL is translated into "Pervara" in bsa. The splendor of the Prambanan Temple Complex is not only reflected in the towering main temple on the first courtyard, namely the Shiva Temple, Brahma Temple, and Vishnu Temple. However, it also radiates from the large number of perwara or accompanying

temples it has. So that in TL it translates to "Pervara". This 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."

SL	TL
Di seberang panel naratif relief, di atas tembok tubuh candi di sepanjang galeri dihiasi arca-arca dan relief yang menggambarkan para dewata dan resi brahmana.	Across the narrative panel of refeliefs, above the temple body wall on along the gallery decorated with statues and refiefs despicting the gods and the brahmi's receipts.

From the data 6, The word, "Para Dewata " as SL is translated "The gods" should be in the form of plural (s is plural mark as noun generic reference) In bsa. God is a Hindu and Buddhist term for a spiritual being with supernatural powers; while the Devatas (Dewanagari: देवता), otherwise called tevoda (ទេវតា in Khmer), are gods of a higher status than the main gods. So that in TL it translates to "Para Dewata". This in the target language makes the translation unnatural because of the disparities in linguistic conventions between the source language and the target language.

SL	TL
Candi Brahma & Wisnu. Dua candi lainnya dipersembahkan kepada dewa Wisnu, yang terletak di sisi utara dan satunya dipersembahkan kepada Brahma, yang terletak di sisi selatan.	The Brahma & Vishu temple. The two other main shrines are that of visnhu on the north side of shiva shrine, and one of Brahma on the south.

From the data 7, The word "Candi Brahma & Wisnu" as SL translates to "the Brahma & Wisnu temple." Brahma & Vishnu can be realized in the plural form, without changing the meaning and function of sentences that refer to generic nouns. Brahma Temple is one of the Hindu temples located in Pushkar, Rajasthan, India. This temple is dedicated to the god Brahma and is believed to be a place of worship for Hindu pilgrims. Meanwhile, Lord Vishnu is a form of the almighty God. Vishnu is present in every manifestation of the entire universe, every human being, every animal, every plant, every god, every place, every atom of the entire universe.

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."

4. Conclusion

In this section, the author summarizes the data that has been analyzed in the translation of the Prambanan Temple brochure from English into Indonesian. This research uses qualitative methods with descriptive analysis of the source language (English) and the target language (Indonesian), some conclusions can be explained as follows:

First, based on Catford's translation shift theory, the writer finds that there is a translation shift in the Intra-system shift. From the data found by the author in the Prambanan Temple Brochure, there were 7 intra-system shifts found.

Second, Catford's translation shift theory is generally categorized to find translation shifts in the Prambanan Temple pamphlet, this shows that structural shifts occur when SL has a translation structure that is equivalent to SL.

Based on the analysis, there are 7 data on the shift from Indonesian to English (SL) to (TL) found in the Prambanan temple tourism brochure. There are 7 intra-system shifts

found in tourism brochures. So the conclusion must be adjusted to the context or thing being discussed if you want to translate something so that what you want is achieved and does not cause misunderstanding.

Intra-system shifts were identified as the most prominent shifts used by translation in this study, based on the findings of a systematic analysis of language differences which will cause translators to make systematic shifts in the translation process due to the need to obtain translation equivalence. As a result, systematic shifts are unavoidable in this study and are the shifts most often made in translation circles.

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Cendriawati Ranyaswari arwah



Museum Arkeologi



Mini Golf Keliling



Taman Bermain Anak



Jalur Tradisional



Audio Visual



Jempangan (Pausan)



Taman Rusa



Kereta Keliling Taman



Persewaan Sepeda



Sewa & Foto dengan Kostum Jawa

Legenda
Taman Wisata Candi Prambanan

1. Tugu Widyadarmasari
2. Tugu Widyadarmasari
3. Tugu Widyadarmasari
4. Tugu Widyadarmasari
5. Tugu Widyadarmasari
6. Tugu Widyadarmasari
7. Tugu Widyadarmasari
8. Tugu Widyadarmasari
9. Tugu Widyadarmasari
10. Tugu Widyadarmasari
11. Tugu Widyadarmasari
12. Tugu Widyadarmasari
13. Tugu Widyadarmasari
14. Tugu Widyadarmasari
15. Tugu Widyadarmasari
16. Tugu Widyadarmasari



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Prambanan
Keagungan Warisan Sejarah

Pesona & keagungan candi Hindu tercantik di dunia

Kualifikasi
Rasio 1:9
Terdapat 240
Terdapat 472
Candi Terbesar 390
Luas Area 1991

1. Candi Widyadarmasari
2. Candi Widyadarmasari
3. Candi Widyadarmasari
4. Candi Widyadarmasari
5. Candi Widyadarmasari
6. Candi Widyadarmasari
7. Candi Widyadarmasari
8. Candi Widyadarmasari
9. Candi Widyadarmasari
10. Candi Widyadarmasari
11. Candi Widyadarmasari
12. Candi Widyadarmasari
13. Candi Widyadarmasari
14. Candi Widyadarmasari
15. Candi Widyadarmasari
16. Candi Widyadarmasari

Candi Prambanan adalah candi Hindu terbesar di Jawa Tengah dan Jawa Timur. Candi Prambanan adalah candi Hindu terbesar di Jawa Tengah dan Jawa Timur. Candi Prambanan adalah candi Hindu terbesar di Jawa Tengah dan Jawa Timur.

Kisah Legenda Rara Jonggrang

Rara Jonggrang adalah putri dari Prabu Siliwangi, raja dari Kerajaan Pajajaran. Dia adalah putri kesembilan dari sepuluh putri yang dimiliki Prabu Siliwangi. Dia adalah putri kesembilan dari sepuluh putri yang dimiliki Prabu Siliwangi.

Rarajaya dan Rarajayana

Candi Prambanan adalah candi Hindu terbesar di Jawa Tengah dan Jawa Timur. Candi Prambanan adalah candi Hindu terbesar di Jawa Tengah dan Jawa Timur.



Arca Dewa Trimurti

Arca Dewa Trimurti adalah arca yang menggambarkan Dewa Brahma, Dewa Wisnu, dan Dewa Siwa. Arca Dewa Trimurti adalah arca yang menggambarkan Dewa Brahma, Dewa Wisnu, dan Dewa Siwa.



Candi Widyadarmasari

Candi Widyadarmasari adalah candi Hindu terbesar di Jawa Tengah dan Jawa Timur. Candi Widyadarmasari adalah candi Hindu terbesar di Jawa Tengah dan Jawa Timur.

Candi Brahma & Wisnu

Candi Brahma & Wisnu adalah candi Hindu terbesar di Jawa Tengah dan Jawa Timur. Candi Brahma & Wisnu adalah candi Hindu terbesar di Jawa Tengah dan Jawa Timur.

Restorasi & Pengakuan Internasional

Candi Prambanan adalah candi Hindu terbesar di Jawa Tengah dan Jawa Timur. Candi Prambanan adalah candi Hindu terbesar di Jawa Tengah dan Jawa Timur.

