

## **CATEGORY SHIFTS FOUND AT *BUKU BAHASA INGGRIS UNTUK PEMANDU WISATA*: A TRANSLATION STUDY**

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### **ABSTRACT**

This study aims to analyze the category shift from the translation study at tour guide vocabulary in translation by Catford (1965). English is the source language and Indonesian is the target language. Divided into two major types of shift are identified: 'Level Shift' and 'Category shift. A qualitative research method was used to collect and analyze data. The data collected in this study was document review. The document review method was implemented by non-participation and employed note-taking technique to gather relevant data from *Buku Bahasa Inggris untuk pemandu wisata*. The data analysis used in this study is descriptive linguistic analysis which attempts to explain the standard forms of language. The results showed that conducted found that there are 25 category shift, including 9 structure shift, 2 class shift, 10 unit shift and 4 intra-system shift from the results of abstract translations of scientific articles using tour guide vocabulary. As a conclusion of 25 total data, it was found that the most frequently occurring data was unit shift with a record of 10 times and the least frequently occurring data was class shift, which was 2 times.

**Keywords:** category shifts, tour guide, translation

### **INTRODUCTION**

A tour guide is someone who accompanies, provides information and guidance as well as advice to tourists in carrying out their tourism activities (Suyitno, 2005:1-3). Therefore, tour guides need a deep understanding of the culture, sights and and speaking english. English language is the easiest language of instruction to learn as a provision for tour guides for foreign tourists. This problem can be solved by translating source language (SL) into the target language (TL). Catford (1965) uses the term "translation shift" to refer to some alteration or "shift" that occurs during translation. The authors define translation shift as "a deviation from the formal correspondence in the transition from the source language (SL) to the target language (TL)".

On the other hand, Catford (1965) classified the translation shifts into two major types of shifts are identified: 'Level Shift' and 'Category shift. The only possible level shift is the one from grammar to lexis, and vice-versa. Second, the category shift includes: structure shift, that happens when the TL has a different structure of the equivalent translation from the SL; class shift, that occurs when the equivalent translation of the SL has a different class in the TL; unit shift (rank-changes), that occurs when the changes are made in ranks, such as phrase to clause, clause to sentence, and so on; and intra-system shift, that occurs when the equivalent translation of the SL has a different system in the TL, for example the changes from plural to singular.

However, there is no study concerning tour guide vocabulary on category shift in translation. Therefore, this study aims to analyze the category shift from the theoretical translation in the tour guide vocabulary in translation by Catford (1965).

Translation shift occurred in hospitality tourism. One of them appears in the Vocabulary tour guide. There are so many shifts in translation that occur in the conversations between tourist guides and tourists. Tourist guides are very much found in Bali because Bali is well-known tourism. The author is looking for a translation shift in the vocabulary of tour guides because there are excellent translations that can help readers understand more about the language used by tourist guides.

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 study. Mia Putri Meidha (2017) in her study "The Translation Shift Analysis of Nominal Groups in The

Martian Movie Subtitle" focuses on nominal group in translation on movie subtitle, K.H Akbar (2016) in his study "An Analysis of Subtitling Strategy Used in the Revenant Movie (2015)" focuses on strategy from Hariyanto namely taming subtitling strategy, Fitriana Dewi Budiarti (2017) in her study "An English-Indonesian translation shift in the subtitle of Zootopia movie" focuses on analysis translation shift in specific class like phrasal verbs on movie subtitle.

Therefore, this study is different from study above in the object and covering the study's gap, this study focuses on analyzing the category shift that occurs in the English-Indonesian version on tour guide vocabulary. These were investigated because there are some differences between English as Source Language and Indonesia as Target Language which caused some shifts. Problems discussed in this research:

- 1) How to find out the types unit shifts that applied in the Tour Guide Vocabulary?
- 2) How to find unit shifts phrase word to clause in the data?

The data of this study were taken from text than on the Book English for Tour Guide. This study was conducted by using the qualitative method. 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 study was conducted by reading and comparing the vocabulary of English and Indonesian texts contained in English pocket books for tour guide. Second, the data is compared to see where the category shift occurs from the source language (SL) to the target language (TL). Third, data is listed according to each category shift, entered according to their respective provisions. And the last, given an example of each part of the category shift that has been determined.

## RESEARCH METHOD

The data for analysis in this study was taken from the translation study at tour guide vocabulary in translation by Catford (1965). The book was published in 2019 by website in link [houseofsint.com](http://houseofsint.com). The text as data were selected by using the translation shift by Catford (1956). Divided into two major types of shift are identified: 'Level Shift' and 'Category shift'. The data focused on category shift which are structure shift, class shift, unit shift and intra-system shift. Total result included 25 category shift.

The method of collected data in this study was document review. The document review method was implemented by non-participation and employed note-taking technique to gather relevant data from *Buku Bahasa Inggris untuk pemandu wisata*. This technique includes careful reading and drafting of relevant documents notification of information that we consider important or relevant fit the research context. These notes can take the following forms: a direct quote, summary or short description from the document etc. As well as key points from document.

This study employed the following stages when analyzing the data: First, the researcher identified the existing documents relevant to the research topic by reading and comparing English and Indonesian texts. This process may involve reading the whole document or just specific considered part relevant. After the data is collected through recording techniques, researchers analyze and evaluate obtained the data information by way of comparison to see where there is a shift in category from the source text to the target text. The data are categorized according to their respective units, and shift patterns are found following the categorization. Finally, make a conclusion about which category shifts are found the most from the data.

## RESULT AND DISCUSSION

The term translation shift used in this study is to show that in every translation text always appears some shift in purpose to reach the equivalence between both languages. The shift here means a changing of form of the source language ( SL ) when it is translated into target language ( TL ). According to Catford (1965) classified the translation shifts into two major types of shifts are identified: 'Level Shift' and 'Category shift'. Category shifts can be as structure, class, unit, and intra-system shifts, but this research focuses on category shifts. The results of the analysis show that most of the category shifts found in the tour guide vocabulary are shown in the following table.

The table above will be explained in detail below: the first discussion is about the structure shift.

### Structure Shift

Structure shift are the most common type of translation changes because changes can occur at any level of language, Catford (1965). This shift in structure occurs because of a change in the grammatical arrangement or order of words in a sentence. This shift can occur because of grammatical demands so that it is mandatory, but it can also be arbitrary, namely because of the taste of the translator or because it follows a certain style of writing.

| Source Language ( SL )   | Target Language ( TL )   |
|--|--|
| We are going to visit the <b>art gallery</b> where local painters exhibit their art. | Kita akan mengunjungi <b>galeri seni</b> tempat para pelukis lokal memamerkan karya seni mereka. |

From the data above it can be seen that there is a shift in the structure of the word pattern in the source language DM "**art gallery**" but the pattern in the target language MD "**galeri seni**" shows that the word order in the translation has changed. This change is marked by a shift in word order D-M. The translation does not contain additions or omissions of words. Translation has no effect on the meaning of the text or message. This shift in structure is caused by adjustments to the source language rules so that the translation can be understood and accepted according to the target language rules.

| Source Language ( SL )   | Target Language ( TL )  |
|--|---|
| Keep in mind that this is the <b>business district</b> so that grocery store may be expensive. | Perlu diingat bahwa ini adalah <b>kawasan bisnis</b> sehingga toko kelontong mungkin mahal. |

From the data above, it can be seen that there is a shift in the structure of the word pattern in the source language DM "**business**" but the pattern in the target language MD "**kawasan bisnis**" shows that the word order in the translation has changed. This change is characterized by a shift in word order D-M. There are no words added or omitted in the translation. Translation does not affect the meaning of texts or messages. This structure change is caused by adjusting the source language rules so that the translation is understood and accepted according to the target language rules.

| Source Language ( SL )  | Target Language ( TL )  |
|---|---|
| You will see there are many more eateries to choose from when we head to the <b>restaurant district</b> . | Anda akan melihat ada lebih banyak tempat makan untuk dipilih saat kita menuju ke <b>kawasan restoran</b> . |

From the data above, it can be seen that there is a shift in the structure of the word pattern in the source language DM "**restaurant district**" but the pattern in the target language MD "**kawasan restoran**" shows that the word order in the translation has changed. This change is characterized by a shift in word order D-M. There are no words added or omitted in the translation. Translation does not affect the meaning of texts or messages. This structural change is caused by adjusting the source language rules so that the translation is understood and accepted according to the target language rules.

| Source Language ( SL ) | Target Language ( TL ) |
|------------------------|------------------------|
|------------------------|------------------------|

You may want to save some spending money because we'll be visiting the **shopping district** this afternoon.

Anda mungkin ingin menghemat uang belanja karena kita akan mengunjungi **kawasan perbelanjaan** sore ini.

From the data above, it can be seen that there is a shift in the structure of the word pattern in the source language DM "**shopping district**" but the pattern in the target language MD "**kawasan perbelanjaan**" shows that the word order in the translation has changed. This change is marked by a shift in word order D-M. The translation does not contain additions or omissions of words. Translation has no effect on the meaning of the text or message. This shift in structure is caused by adjustments to the source language rules so that the translation can be understood and accepted according to the target language rules.

#### Source Language ( SL )

#### Target Language ( TL )

If you want to catch a movie while you're here, the **entertainment district** is off to your left

Jika Anda ingin menonton film saat berada di sini, **kawasan hiburan** ada di sebelah kiri Anda

From the data above, it can be seen that there is a shift in the structure of the word pattern in the source language DM "**entertainment district**" but the pattern in the target language MD "**kawasan hiburan**" shows that the word order in the translation has changed. This change is characterized by a shift in word order D-M. There are no words added or omitted in the translation. Translation does not affect the meaning of texts or messages. This structure change is caused by adjusting the source language rules so that the translation is understood and accepted according to the target language rules.

However, structural shifts can also occur as a result of grammatical changes from the source language (SL) and target language (TL) which still receive additional words as shown in the following table.

#### Source Language ( SL )

#### Target Language ( TL )

The gift shop has many great souvenirs, such as postcards of the **beautiful waterfalls**.

Toko cinderamata memiliki banyak cinderamata bagus, seperti kartu pos **air terjun yang indah**.

From data above has two structure shifts and word additions that change the grammar in one sentence. The word "beautiful waterfalls" in SL is translated into TL to become "air terjun yang indah" which in this case indicates a shift in structure and the addition of the word "yang" in the target language. The second structural shift would translate to "indah air terjun". The translation is not suitable for use in the target language because of the different linguistic rules between them SL and TL that make the translation feel weird doesn't make sense. Therefore, the translator conveys information clearly using a shift in changing the expression to "air terjun yang indah" these expressions are simple to understand and accept in the target language.

#### Source Language ( SL )

#### Target Language ( TL )

People often say that the **highlight** of their trip is the botanical gardens.

Orang sering mengatakan bahwa **bagian yang terbaik** dari perjalanan mereka adalah kebun raya.

From data above, has two structural shifts and word additions that change the grammar of one sentence. The word "highlight" in SL in translated into TL to become "bagian yang terbaik" which in this case indicates a shift in structure and the addition of the word "yang" in the target language. The second structural shift would translate to "bagian terbaik". The translation is not suitable for use in the target language because of the different linguistic rules between them SL and TL that make the translation feel weird doesn't make sense. Therefore, the translator conveys information clearly using a shift in changing the expression to "bagian yang terbaik" these expressions are simple to understand and accept in the target language.

Source Language ( SL )

Target Language ( TL )

The children put on a **superb concert** at christmas time.

Anak-anak mengadakan **konser yang luar biasa** pada waktu Natal.

From data above, has two structural shifts and word additions that change the grammar of one sentence. The word "superb concert" in SL in translated into TL to become "konser yang luar biasa" which in this case indicates a shift in structure and the addition of the word "yang" in the target language. The second structural shift would translate to "luar biasa konser". The translation is not suitable for use in the target language because of the different linguistic rules between them SL and TL that make the translation feel weird doesn't make sense. Therefore, the translator conveys information clearly using a shift in changing the expression to "konser yang luar biasa" these expressions are simple to understand and accept in the target language.

Source Language ( SL )

Target Language ( TL )

You may be surprised how many **street people ask you for money**.

Anda mungkin terkejut betapa banyak **orang jalanan yang meminta uang kepada anda**.

From data above, has changed word order and grammatical arrangement. The word "street people ask you for money" in SL is translated into TL into "orang jalanan yang meminta uang kepada anda" which shows that the word order in the translation has changed. This change is marked by a shift in word order and grammatical arrangement. And there is addition of the word "yang" in the target language. The second structure change will be translated into "jalanan orang meminta anda uang" which is unacceptable in the target language because of the different linguistic rules between the source language and the target language. Therefore, the translator conveys information clearly using a shift in changing the expression to "orang jalanan yang meminta uang kepada anda" these expressions are simple to understand and accept in the target language.

### Class Shifts

Class shift is the shift that occurs when the equivalent translation of SL elements into belonging to different classes in TL, Catford (1965). This class shift occurs when one part of the source language is translated into the target language at a different word class level. For example, the change between adjectives into nouns, nouns into verbs, adjectives into adverbs and vice versa.

Source Language ( SL )

Target Language ( TL )

You may not take **photographs**

Anda tidak boleh **berfoto** di sini,

here, but you can purchase a postcard.

tetapi anda dapat membeli kartu pos.

From the data above, class shifts can be shown in the word "**photographs**" in TL to the word "berfoto" in TL. It can be seen that the SL form consists of the noun "**photographs**" which functions as a verb of purpose for "**berfoto**". The equivalent word in Indonesian is "mengambil gambar" as a noun, but the translator changes it to the verb "**berfoto**" in the target text. This means that there is a class shift from nouns to verbs. So, this is a class shift that occurs from nouns to verbs in TL.

Source Language ( SL )

Target Language ( TL )

I have **enjoyed** meeting all of you today.

Saya **senang** bertemu dengan kalian semua hari ini

From the data above, class shifts can be shown in the word "**enjoyed**" in TL to the word "**senang**" in TL. It can be seen that the SL form consists of the verb "**enjoyed**" which functions as a adjective of purpose for "**senang**". The equivalent word in Indonesian is "menikmati" as adjective, but the translator changes it to the adjective "**senang**" in the target text. This means that there is a class shift from nouns to verbs. So, this is a class shift that occurs from nouns to verbs in TL.

### Unit Shifts

A unit shift is a shift that refers to a change in unit or rank. According to Catford (1965) this shift occurs when the equivalent translation in the source language into the target language is of a different level, this means that there are differences in certain types of grammatical patterns, for example, words become phrases, clauses become phrases, etc. It refers to sentence units, clauses, groups, words and morphemes. A shift can be said to be an upward rank if the shift occurs from a lower unit to a higher unit. Conversely, a shift can be said to be downward rank if the shift occurs from a higher unit to a lower unit.

Source Language ( SL )

Target Language ( TL )

Please stay on **the marked path**.

Tolong tetap **di jalur yang diberi tanda**.

From data above, the unit shifts can be shown in a phrase the marked path into a clause di jalur yang diberi tanda in the TL. It can be seen that SL form consists of article ( the ) + verb ( marked ) + head ( noun, path ), while the TL from consists of the clause object ( di jalur yang diberi tanda ). So, this is an upward rank unit shift which occurred from a phrase into a clause in the TL. Because the translator wants to TL from low level to a higher level.

Source Language ( SL )

Target Language ( TL )

I ask that you **keep your hands** inside the train.

Saya minta anda untuk **tidak mengeluarkan tangan anda** di kereta.

From data above, the unit shifts can be shown in a phrase keep your hands into a clause tidak mengeluarkan tangan Anda in the TL. It can be seen that SL form consists of verb phrase ( keep ) + adjective ( your ) + head ( noun, hands ), while the TL from consists of the clause predicate ( tidak mengeluarkan tangan ) + noun ( Anda ). So, this is an upward



rank unit shift which occurred from a phrase into a clause in the TL. Because, the meaning of the context is clear and understood by the viewers.

Source Language ( SL )

Target Language ( TL )

It's a **custom** to hang beads in the windows at this time of year.

Merupakan **kebiasaan setempat** untuk menggantung manik-manik di jendela saat ini.

From data above, the unit shifts can be shown in a phrase custom into a clause kebiasaan setempat in the TL. It can be seen that SL form consists of head ( noun, custom ), while the TL form consists of the clause noun phrase ( kebiasaan setempat ). So, this is an upward rank unit shift which occurred from a phrase into a clause in the TL. Because, the translation is suitable with the context.

Source Language ( SL )

Target Language ( TL )

While we are **en route** to the hotel I will point out the beach and the golf course.

Saat kami **ditengah perjalanan** ke hotel, saya akan menunjukkan pantai dan lapangan golf.

From data above, the unit shifts can be shown in a phrase en route into a clause di tengah perjalanan in the TL. It can be seen that SL form consists of adverb ( en route ), while the TL form consists of the clause object ( di tengah perjalanan ). So, this is an upward rank unit shift which occurred from a phrase into a clause in the TL. Because the translator wants to TL from low level to a higher level.

Source Language ( SL )

Target Language ( TL )

It is impossible to capture the beauty of this **scenery** in pictures.

Tidak mungkin untuk mengabadikan keindahan **pemandangan alam** ini dalam gambar.

From data above, the unit shifts can be shown in a phrase scenery into a clause pemandangan alam in the TL. It can be seen that SL form consists of head ( noun, scenery ), while the TL form consists of the clause noun phrase ( pemandangan alam ). So, this is an upward rank unit shift which occurred from a phrase into a clause in the TL. Because, the translation is suitable with the context.

Source Language ( SL )

Target Language ( TL )

It is **fascinating** to know how people lived back then.

**Sangat menarik** untuk mengetahui bagaimana orang hidup saat itu.

From data above, the unit shifts can be shown in a phrase fascinating into a clause Sangat menarik in the TL. It can be seen that SL form consists of verb phrase, verb ( fascinating ), while the TL form consists of the clause predicate ( sangat menarik ). So, this is an upward rank unit shift which occurred from a phrase into a clause in the TL. Because the translator wants to TL from low level to a higher level.

Source Language ( SL )

Target Language ( TL )

The government named this school as a **heritage** site last year.

Pemerintah menamai sekolah ini sebagai **warisan sejarah** budaya tahun lalu.

From data above, the unit shifts can be shown in a phrase heritage into a clause warisan sejarah in the TL. It can be seen that SL form consists of head ( noun, heritage ), while the TL from consists of the clause noun phrase ( warisan sejarah ). So, this is an upward rank unit shift which occurred from a phrase into a clause in the TL. Because, the meaning of the context is clear and understood by the viewers.

#### Source Language ( SL )

#### Target Language ( TL )

The children put on a **superb** concert at christmas time.

Anak-anak mengadakan konser yang **luar biasa** pada waktu Natal.

From data above, the unit shifts can be shown in a phrase superb into a clause luar biasa in the TL. It can be seen that SL form consists of adjective ( superb ), while the TL from consists of the clause predicate ( luar biasa ). So, this is an upward rank unit shift which occurred from a phrase into a clause in the TL. Because, the translation is suitable with the context.

From data above is a unit shift in the upward rank that when occurs from a lower unit to a higher unit. However, unit shifts also have a downward rank which occurs from a higher unit to a lower unit. The addition of downward rank can be seen in the following table.

#### Source Language ( SL )

#### Target Language ( TL )

Except for the roof, this house has been left in its **original state**.

Kecuali atapnya, rumah ini dibiarkan seperti **aslinya**.

From data above, the unit shifts can be shown in a phrase "original state" into a word "aslinya" in the TL. It can be seen that SL form consists of adverb ( original ) + head ( noun, state ), while the TL from consists of the word predicate ( aslinya ). So, this is a downward rank unit shifts which occurred from a phrase into word. Because, the translator wants to target language to be shorter and it still makes the viewers understand clearly.

#### Source Language ( SL )

#### Target Language ( TL )

The **gift shop** has many great souvenirs, such as postcards of the beautiful waterfalls.

Toko **cinderamata** memiliki banyak cinderamata bagus, seperti kartu pos air terjun yang indah.

From data above, the unit shifts can be shown in a phrase "gift shop" into a word "aslinya" in the TL. It can be seen that SL form consists of head ( noun, gift ) + verb ( shop ), while the TL from consists of the word noun ( cinderamata ). So, this is a downward rank unit shifts which occurred from a phrase into word. Because, the translator wants to target language to be shorter and it still makes the viewers understand clearly.

### Intra-system Shift

Intra-system shift is a shift that occurs internally, where a shift occurs because it is caused by the different grammar of the two languages involved in a system, Catford (1965). For cases where SL and TL have systems that are roughly in line with the constitution, but when translation involves choosing inappropriate terms in the TL system.



Source Language ( SL )

Target Language ( TL )

There are **lots of activities** that the whole family will enjoy.

Ada **banyak kegiatan** yang akan dinikmati seluruh keluarga.

From data above, the word "activities" has a formal correspondence with the word "activities". However, the plural is preceded by a plural number pointer in front of it, namely "lot of" in order to comply with linguistic conventions which indicate that the noun after the number is more than one, so there are differences in the grammatical systems of the two languages. Therefore, if there is a pointer word that indicates more than one number, then the noun form must not be pluralless. This difference in grammatical systems causes intra-system shifts in translation.

Source Language ( SL )

Target Language ( TL )

The **locals** are usually happy to show tourist around

**Penduduk setempat** biasanya senang mengajak turis berkeliling

From data above, the word "locals" as SL is translated into "penduduk setempat" in TL. "locals" is expressed in the plural, but is understood as "penduduk setempat" in the singular. This change occurs as a result of the different linguistic norms in the two languages. The use of repeated words to translate the expression into the plural as "penduduk penduduk setempat" in the target language makes the translation unreasonably strange due to the different linguistic conventions between the source language and the target language.

Source Language ( SL )

Target Language ( TL )

I hope you enjoy the castle and its **surroundings**, including the secret garden

Saya harap anda menikmati kastil dan **lingkungan sekitarnya**, termasuk taman rahasia

From data above, the word "surroundings" as SL is translated into "lingkungan sekitarnya" in TL. "surroundings" expressed in the plural, but is understood as "lingkungan sekitarnya" in the singular. This change occurs as a result of the different linguistic norms in the two languages. The use of repeated words to translate the expression into the plural as "lingkungan lingkungan sekitarnya" in the target language makes the translation unreasonably strange due to the different linguistic conventions between the source language and the target language.

Source Language ( SL )

Target Language ( TL )

The water park is our most recent **attractions**.

Taman air adalah **atraksi** terbaru kami.

From data above, the word "attractions" is used in the line above as a plural noun, indicating that there are many attractions in the water park. 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 "atraksi atraksi". If the term "atraksi atraksi" is used to indicate the plural form and is followed by "atraksi atraksi" is used to denote the plural then the statement becomes absurdly odd.

## CONCLUSION

In this section, the writer concludes the data that has been analyzed from the

English Tour Guide Vocabulary into Indonesian. This study uses a qualitative method 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 theory of category shifts, the authors found that there are four types of category shifts in this study, namely structure shifts, class shifts, unit shifts and intra-system shifts. Of the 25 data found by the author in the vocabulary there is a shift in category. Of the 25 data, 9 data are types of structural shifts, 2 are class shifts, 10 are unit shifts and 4 are intra-system shifts.

Second, Catford's theory of category shifts is generally categorized to find category shifts in the Tour Guide Vocabulary, this shows that structural shifts occur when SL has a translation structure that is equivalent to SL; class shift, which occurs when an equivalent translation of the SL has a different class within the TL; unit shift (rank-change), which occurs when ranking changes are made, such as a phrase to a clause, a clause to a sentence, and so on; and intra-system shift, which occurs when equivalent translations from SL have different systems within TL.

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