

UNIT SHIFT ON TOURISM DAILY NEWS FROM ENGLISH INTO BAHASA INDONESIA : A TRANSLATION STUDY

Ananda Rosintya Putri

¹English Literature Study Program, Faculty of Business, Tourism Education and Humanities,
Dhyana Pura University. Jl. Raya Padang Luwih Tegaljaya Dalung Kuta Utara, Bali, Indonesia
Email : 21110201004@undhirabali.ac.id

ABSTRACT

This study aims to analyze the application of unit shifts in the translation of daily news about the Karisma Nusantara Event from English to Bahasa Indonesia. The qualitative descriptive method used is translation analysis, with a special focus on shifting translation units with A.P. Catford's theory. This shift includes words, phrases, and sentences in the news text. This study also explains the difference between Isolated Unit Shift and Unit Shift in Category Shift. The data was taken from existing daily news by making notes with sampling technique analysis and then analyzing the shift in units of English as the Source Language (SL) to Indonesian as the Target Language (TL). The results show that there were 3 downward ranking shifts and 2 upward ranking shift of the 5 data obtained from the news, namely Isolated Unit Shift.

Kata kunci: unit shift, Archipelago Charisma Event, translation, daily news.

1. Introduction

Translation is the transfer of discourse in the source language teks (SL) to its equivalent discourse in the target language teks (TL), according to Catford (1965:20). Catford also explained that a shift in translation means moving or being changed from formal correspondence in the process of transferring text from (SL) to (TL) so that the translation results can be accepted. Translation according to J.C. Catford (1965: 1) is "a process of substituting text in one language for text in another language", namely a process of substituting text in one language into another. Furthermore, Catford explained that in the translation process, knowledge is clearly needed in linguistics, or often also called general linguistics. One of the areas of interest in translation studies is unit shift, which refers to a change in rank or unit level of translation between English as the Source Language (SL) and Indonesian as the Target Language (TL). In this study, the authors focus specifically on the phenomenon of shifting units in the translation of news articles about the Karisma Nusantara Event from English into Bahasa Indonesia. The unit shift in this study is part of the category shift. This study intends to analyze the Unit Shift in tourism daily news from English to Bahasa Indonesia using translation shift.

Unit shift can be classified into Isolated unit shift and unit shift within category shift. Isolated unit shift refers to the change of a word or phrase into a different form without affecting overall syntactic structure or word categorization. For example, changing a noun into a verb, like "a walk" becoming "to walk". On the other hand, unit shift within category shift involves more significant changes, such as altering word, phrase, or clause categories. Category shift can include changing from one word class to another or from one sentence type to another. An example is changing a statement sentence into a question, like "She is coming" becoming "Is she coming?". In both cases, there is a change in form or structure that impacts the meaning or function of linguistic units. However, the difference lies in the extent to

which the change affects the wider grammatical category. Isolated unit shift involves a change in a single unit, while unit shift within category shift involves a broader grammatical category change.

The differences in the grammatical rules of the two languages present two types of shifts in translation, namely category shifts and level shifts Catford (1965:73). Category shifts include structure shifts, unit shifts, word class shifts, and intrasystem shifts. Meanwhile, a shift in level is indicated by a shift at the equivalent level, grammatical to lexical or vice versa. The main objective of this study is to examine the occurrence of unit shifts that arose during the process of translating news articles about the Kharisma Nusantara incident. By analyzing and identifying unit shifts at different linguistic levels, such as morphemes, words, phrases, clauses and sentences, we aim to highlight the strategies used by translators in translating content accurately and precisely in Indonesian. There has been a lot of research related to the Unit Shift which is part of the Category Shift, this research focuses more on the Unit Shift on translating news articles about the Kharisma Nusantara Event from English to Bahasa Indonesia.

2. Materials and methods

The study incorporated a theoretical framework into the written results and discussions. It employed a qualitative descriptive research approach, which encompassed the gathering and analysis of data derived from daily news articles related to the Kharisma Nusantara Event, translated from English to Indonesian (in textual format). The aim was to comprehend concepts, opinions, and experiences. This method was selected due to its capability to acquire comprehensive insights into a problem, generate innovative ideas, and enhance the understanding of phenomena.

The unit shift analysis in this study is based on JC's theory of translation Catford's. The author takes data from a daily news item in an article about the Charisma Nusantara Event from English to Indonesian. The Karisma Nusantara event, which covers various aspects of Indonesian culture, arts and traditions, is considered an important event. The data is taken from each paragraph in the daily news. To identify the unit shift problem, the researcher uses the method collect data by observing, taking notes technique and non participation interview.

Beginning with the author reading the daily news entitled Tourists who came to Bali Post Pandemic, can enjoy the Charisma Event Nusantara (Archipelago Charisma Event) by making small notes on a number of things that will be analyzed into sentences, words and phrases related to theory used by the author. Followed by writing data from English as the Source Language (SL) and Indonesian as the Target Language (TL), comparative by compare the Source Language to Target Language both in terms of words, sentences, and phrases .Then ends with an analysis of the conclusions of the author.

3. Results and discussion

Translation shifts are minor linguistic changes occurring in the translation of English as the Source Language (SL) into Indonesian as the Target Language. According to Catford (1965:73), 'Shift' is the departure from formal correspondence in the process of going from SL to TL. Catford (1965:80) classifies translation shifts into two main identified types of shift: Level Shift and Category Shift. This study focuses more on unit shifts in category shifts of English translation into Indonesian.

Category shift in translation refers to a change or shift from a direct correspondence between the source language and the target language. This shift occurs when translations are not equivalent at the word or morpheme level. There are different types of shifts that occur during translation. Structure shift involves

changes in the overall structure of the translation, such as reordering words, phrases, or clauses to match the syntax of the target language. Class shift happens when there is a change in the grammatical class or part of speech of a word or phrase. Unit shift involves adding or removing linguistic units in the translation. Intra-system shifts involve changes within a specific linguistic system, such as tense, mood, or sound alterations to align with the target language conventions. These shifts are more frequent in achieving equivalence between English as the source language and Indonesian as the target language.

Unit shift: Unit shift refers to modification of translation by adding or removing certain linguistic units, such as combining several words into one word or dividing words into components.

It was found that the unit shift according to A. P. Catford, a linguistic expert known for his theory of shifts. Says that there is a difference in unit shifts that stand alone (Isolated Unit Shift) which says that Unit Shift stands alone when one word or phrase changes into another form that is not related to changes in grammatical categories. The changes that occur do not affect the overall syntactic structure or word categorization. An example is changing nouns into verbs such as "a walk" (sebuah jala-jalan) becomes "to walk" (berjalan). Meanwhile, Unit Shifts which are included in Category Shift include changes in a wider grammatical category. Unit shifts that occur in category shifts involve more significant changes, which may involve changing categories of words, phrases, or clauses as a whole. Category shift can involve changing from one class of words to another class of words, or changing from one type of sentence to another. An example of a unit shift that is included in a category shift is the change from a statement sentence to a question sentence, such as "She is coming" (Dia sedang datang) to "Is she coming?" (Apakah dia datang?).

In both cases above, there is a change in form or structure in the language which results in a change in the meaning or function of the linguistic units involved. However, the difference lies in the extent to which the change affects the grammatical category as a whole, with a stand-alone unit shift involving only a change in a single unit, whereas a unit shift belonging to a category shift involves a change in a wider grammatical category.

Downward Rank Shift

Data 1.

SL

A number of International Tourists also look on vacation at the island of a thousand temples.

TL

Sejumlah Turis Mancanegara juga terlihat berlibur ke Pulau Seribu Pura.

"A number of International Tourists" translates to "Sejumlah Turis Mancanegara juga terlihat berlibur ke Pulau Seribu Pura" in TL.

From a grammatical point of view, the sentences and words in Data 1 which are in bold are both at the sentence level, namely SL is a complete sentence, while TL is a minor sentence. But structurally, SL sentences are clauses, while TL sentences are words, so there is a downward rank shift in the translation of English as the Source Language (SL) into Indonesian as the Target Language (TL).

Downward Rank Shift

Data 2.

SL

Enjoying the beauty of its nature, the hospitality of people and diversity of cultures.

TL

Menikmati keindahan alamnya, keramahan masyarakatnya dan keragaman budayanya.

The translation of the English SL "the hospitality" into the TL "keramahan" in Indonesian because "hospitality" is the most appropriate and common equivalent. In this context, "hospitality" refers to the friendly nature and acceptance shown by the community or certain people towards guests or visitors. The word "keramahan" in TL has a similar meaning, namely being friendly, generous, and welcoming. So there is a downward rank shift in the translation of English as the Source Language (SL) into Indonesian as the Target Language (TL). Where Catford further defines a unit shift as a "change in rank" Translation equivalent to the unit at one rank in SL is a unit at a different rank in (TL, 1965: 79).

In data 2 there is a unit shift, namely the change in SL "The hospitality" which is included in the nominal phrase category from the noun "hospitality" which is started by the article "the" to TL "keramahan" which is included in the noun category. In context Currently, "keramahan" is a single word that does not belong in sentences or phrases.

Downward Rank Shift

Data 3.

SL

The enhancement of tourists visit inseparable from the formation of herd immunity.

TL

Peningkatan kunjungan wisatawan tidak terlepas dari pembentukan herd immunity.

The unit shift occurs in the translation of word phrases consisting of the preposition "of" followed by the noun "tourists" in SL to "wisatawan" which is a singular noun in TL.

In the English-Indonesian Dictionary by (Jhon M. Echols and Hasan Shadily P. 320) "tourists" is translated as "wisatawan" while, in general "wisatawan" are individuals who travel or visit a place for recreation, vacation or exploration. The word is used to refer to people who carry out tourism activities. It can be concluded that there is a unit shift from phrase to word.

Upward Rank Shift

Data 1.

SL

Bali Tourism revives along with the given easing by the Government as follows...

TL

Pariwisata Bali bangkit kembali seiring dengan diberikannya kelonggaran oleh Pemerintah sebagai berikut....

Data 3 : SL "revives" is included in the verb category. This word refers to the action or process of recovery or the return of something to an active or living state after experiencing a decline or lethargy. Translated into Indonesian in TL "Bangkit Lagi" is a verb phrase in Indonesian. In this phrase, the verb "bangkit" means "to reappear, to return to activity, or to recover," while the word "kembali" means "to return to a previous state." When combined, the phrases denote the act or process of something coming back to life, being active, or recovering from a decline or lethargy. In the context of the given translation, the phrase "bangkit kembali" is the equivalent for the verb "revives" in English.

Means, here the translator does a translation shift in the form of an upward rank shift not because of grammatical imperatives, but because of the choice of words he wants himself.

Upward Rank Shift

Data 2.

SL

Thus, for tourists who come to Bali, in addition to enjoy the nature and culture of Bali,....

TL

Dengan demikian, bagi wisatawan yang datang ke Bali, selain dapat menikmati alam dan budaya Bali,....

The unit shift in data 4 can be explained by the word in SL "Thus" which is a description of the word in English which is translated into a phrase in Indonesian TL "dengan demikian". Actually, SL "Thus" already has an equivalent in Indonesian, namely "sedangkan" but the word "dengan demikian" or "sedangkan" is often used as an appropriate equivalent to interpret the meaning of the word "thus" in the context of translation. Means, here the translator shifts the translation in the form of an upward rank shift not because of grammatical imperatives, but because of his own choice of words.

4. CONCLUSION

As our knowledge indicates, translation is progressing and improving from various scientific perspectives, making it an intriguing field of study. The practice of utilizing translation shift in the analysis of translations remains common and pertinent, as it aligns with modern translation theory and practice. The model of translation shift analysis discussed here can be employed as a framework for in-depth analysis of translated products, particularly focusing on unit shifts. It is important to exercise caution and attentiveness when applying the concept of translation shift, as certain concepts may be interconnected, ensuring accurate and error-free analyses. In the writing there are 5 data and it is found that there are 3 data which are included in the downward ranking shift in the translation of English as the Source Language (SL) to Indonesian as the Target Language (TL) and there are 2 data which are included in the upward ranking shift not because of the imperative grammatical, but because of the choice of the words themselves. In this study the authors also found that from the 5 data found by the authors, Isolated Unit Shift, which stands alone, occurs when one word or phrase changes into another form that is not related to a grammatical category change. This change does not affect the overall syntactic structure or word categorization.

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Data Source

<https://disparda.baliprov.go.id/en/tourists-who-come-to-bali-post-pandemic-can-enjoy-the-kharisma-event-nusantara-archipelago-charisma-event/2022/04/>