CHAPTER I
INTRODUCTION

A. Background of the Study

Human needs other necessities beyond the physical requirement, such as: food, clothes and shelters; namely the need to communicate with his fellow. It is principal one and necessary for survival in their existing civilization.

In modern era, in which the aspects of life become very complicated, human needs are increasing as well. The complexity of the human communication makes direct communication be easier to do. Man depends on interpersonal communication to achieve their goals in life, such as wealth, happiness, love and so on.

To ease the way humans communicate, there are time and space boundaries, they creates communication media. One of these media is the cell phone. It gives the user the practicality to contact friends, relatives, colleagues, etc in different time and place. However, the cell phone is needed to be understood before someone can use it properly. The cell phone providers always provide the user guide or manual book to show how the cell phone card (GSM and RUIM card) work.

In this context, the possibility of language changes can extremely happen, as most user use Indonesian language. It would be confusing to read the entire manual in English language. Therefore, cell phone service providers list also the Indonesian language. Indonesian language comes before the English one.

Meanwhile, sometimes the translation of word is changed by the Indonesian speaker (own understanding), it is called as translation shift in the language. The shifting of language translation above is the symbol of word context using in the communication. Here, the writer found the phenomena of language like translation shift of language in GSM and RUIM cards user's guide. It will be known as the following example:

1. English (SL)　　　 : **Welcome**
   Indonesian (TL)　　 : **Selamat Bergabung** (Fren p.1).

2. English (SL)　　　 : **Reloading** your Fren
   Indonesian (TL)　　 : **Isi ulang pulsa** Fren (Fren p.1)

These examples are commonly found in any GSM and RUIM card manual books. Here, the writer sees a translation shift. In English word (SL), it is *welcome* or a verb. The Indonesian language (TL) equivalence is a verb phrase *selamat bergabung*. There is a unit shift in translation. The English verb *welcome* becomes a verb phrase *selamat bergabung*.

In the second example, Here, the writer sees a translation shift. In English word (SL), it is *Reloading* or a gerund. The Indonesian language (TL) equivalence is a sentence *Isi ulang pulsa*. There is a unit shift in translation. The English gerund *reloading* becomes a sentence *Isi ulang pulsa*.

The mixture language makes the mobile phone users learn and improve their English indirectly. As the result, the use of these manual books can add their vocabulary and suitable for adopting the borrowing words.

The writer concerns in English words or phrases which are excerpted in GSM and RUIM card manual books. Since there are only fewer detailed studies how the English translation shift formed, it is interesting for the writer to make an analysis entitled **A COMPARATIVE STUDY BETWEEN ENGLISH AND INDONESIAN TRANSLATION SHIFT IN CELL PHONE GSM AND RUIM CARD MANUAL BOOKS.**

B. Problem Statement

The problem statements of the research are as follows:

1. What are the kinds of English and Indonesian translation shift used in GSM and RUIM card manual books?
2. What are the inaccurate forms of translation shift of the English and Indonesian occurred in GSM and RUIM card manual books?

C. Objective of the Study

Based on the problem statement above, the writer conduct the following objectivies:

1. To identify the kinds of English and Indonesian translation shift used in GSM and RUIM card manual books.
2. To describe the inaccurate English to Indonesian translation shift of the data used in GSM and RUIM card manual books.

D. Benefit of the Study

1. Theoretically

This research will give detailed understanding for the reader about the translation shift in the GSM and manual books.

2. Practically

a. This research will give examples about translation shift in English into Indonesian.

b. This research can be used as additional information in teaching translation shift English into Indonesian.

c. This research will give the cell phone users how could the translation formed.

E. Organization of Research Paper

In order to make the research easy to read, the researcher organizes the paper as follows:

Chapter I is Introduction. It consists of Background of the Study, Previous Study, Problem Statement, Objective of Study, Benefit of the Study, and Research Paper Organization.

Chapter II is underlying theories. It consists of Notion of Semantics, Meaning Shift, Discourse Analysis and Notion of Translation.

Chapter III is research method. It discusses Type of the Research, Subject of the Study, Object of the Study, Technique of Collecting Data, and Technique of Data Analysis.

Chapter IV is the Conclusion and Suggestion of the research.