

CHAPTER 1

INTRODUCTION

A. Background of the Study

Indonesia is the big country with high consumption. The most of Indonesian people have behavior which consumption many products from foreign country. Many big factory in the world competing to get attention from Indonesian people. Most of Indonesian people are easily affected by what are their buying the product. They cited the behavior of western country. they want to buy products from western country. Although they are not understood with foreign products. Because of the products have not explanation in Indonesian language. Therefore, the company tell explanation with two language, english and Indonesian language. In order that, Indonesian people understand about information of the foriegn product with indonesian language.

Translation in the products is the process of converting message of the text in the source language to another language (target language). Translation involves at least two language. A source language is the language in which the text requiring the translation in chousedand a target language is the language into which the original text is to be translated.

According to Catford (1974: 20), translation is the replacement of textfull material in one language (SL) by equivalent textual material in another language (TL). In transferring the message, the translator should produce the best translation. It is generally accepted that the best translations are produced by person who are translating into their own native language. Translation is no longer just the process of translating word, but has evolved into the transformation of meaning and intentions. Translation is very valuable for people who do not understand foreign language to get information.

Equivalents in translation have been explained by Baker (1997), there are: equivalent at word level, equivalent above word level, grammatical

equivalent, textual equivalent and pragmatic equivalent. In finding the equivalent, translator often alters the class word or level of word. This matter is known as translation shift. “translation can be divided into the two types; *level shift* are shift for grammar to lexis and vice-versa, and *Category shift* are departures from formal correspondence in translation that grouped into four types; *structure shift*, *class shift*, *units shift* and *intra-system shift*” (Catford, 1974: 73). There are twelve parts of speech; they are nouns, pronouns, verbs, auxiliaries, adjective, article, adverbs, conjunctions, prepositions, phrases, clauses, and sentences. In this study, the writer examines noun phrases. Nouns denotes what Morley will call ‘entities’. Nouns will thus be regarded as a form, indeed the main but not the only form, of nominal word (Morley, 2000:31). A phrase in meaning terms express one of the elements of a proposition. Grammatically, it is the grouping of one or more word which together fulfill the role that in other circumstances might be expressed by a single word (Morley, 2000: 26). According to Morley (2000:35), phrase are formally classified according to the class of word which function as the headword, so, for example, a nominal phrase has a nominal headword, a verbal phrase has a verbal headword, and so on.

Now, in Indonesia, many products from foreign country has dominated the trade. Unilever’s products have many characteristics and advantages purpose. Unilever factory that also distributes many product in Indonesia. Most of Indonesian people use the Unilever products. Unilever has many branches in the world. Unilever's products includes foods, beverages, cleaning agents and personal care products. The company owns more than 400 brands, which are organized into four main categories - Foods, Refreshments, Home Care, and Personal Care.

The writer uses translation shift of noun phrases on the Unilever products. The writer uses the unilever’s product because this products is so complex and more interesting for Indonesian people. The Unilever’s products has many awards in the world. Unilever is the world's largest producer

of food spreads, such as margarine. One of the oldest multinational companies, its products are available in around 190 countries.

Unilever's products are received mixed reviews from branded critics. Many critics praised the characteristics product and ingredients compositions, as well as the group's level of involvement in the production process. However, others argued that the material was not as catchy as their previous work, believing it was "forgettable" and "not special" and felt the themes were not as mature as expected. The product was a commercial success, becoming the fastest and biggest selling product on the year in Indonesia.

The nominal phrase has a noun or pronoun as its headword (Morley, 2000:53). Noun phrase consists of two, they are *basic noun phrase* and *complex noun phrase*. Basic noun phrase consist of determiners and head. In linguistics, a **noun phrase** or **NP** is a syntactic unit composed of at least one noun and the dependents of that noun- subject, object, complement and others modifier. Thus in the sentence *The girl band "cherybelle" singing in Solo*, the word *the girl band "cherybelle"* may be considered noun phrase- this consists of the noun *band* and it has modifier.

In the Unilever's products, the writer finds many changes of class shift of noun phrase. Some of them are:

example 1:

SL: *With Lux Fresh splash, revitalise **your sense** and feel instantly refreshed.*

TL: *Dengan Lux Fresh splash, remajakan **kulitmu** dan dapatkan sensasi kesegaran langsung.*

In this datum above, there is a noun phrase in source language that is **your sense**. The phrase **your sense** is translated into **kulitmu**. The phrase **your sense** included to noun phrase, because it is formed by the word *your* as pre-modifier and the word *sense* as head noun. The noun phrase **your sense** is translated into **kulitmu** in Indonesian. The word **kulitmu** included to noun

phrase. **kulitmu** is classified into noun “**kulit**” and post-modifier “**mu**” This level shift translation is from noun phrase in source language into noun phrase in target language.

example 2:

SL: *Formulated with **Aloe Vera extract** and enriched with Witch Hazel extract to help minimise pores.*

TL: *Diformulasikan dengan **ekstrak Aloe Vera** and diperkaya ekstrak Witch Hazel untuk membantu mengecilkan pori-pori.*

In this datum above, there is a noun phrase in source language that is **Aloe Vera extract**, The phrase **Aloe Vera extract** is translated into **ekstrak Aloe Vera**. The phrase **Aloe Vera extract** is included into noun phrase, because it is formed by the word **Aloe Vera** as noun and the word **extract** as head noun. The noun phrase **Aloe Vera extract** is translated into **ekstrak Aloe Vera** in Indonesian. The word **ekstrak Aloe Vera** is included to noun phrase. **ekstrak Aloe Vera** is classified into noun as **ekstrak** and noun as **Aloe Vera**. This level shift translation is from noun phrase in source language into noun phrase in target language.

Based on those explanations, the writer here is interested in translation shift and equivalence noun phrase. For that the reason, the writer is going to analyze the translation used in The Unilever’s product in a research entitled “A Translation Analysis of Noun Phrase from English into Indonesian on Unilever’s Products”.

B. Limitation of the Study

In this study, the writer limits on the analysis of noun phrase in Unilever’s products. The writer will only focus on the translation shift of noun phrase, and equivalence of noun phrase that change on the Unilever’s products. As a theory for analysis, the writer uses the theory of translation analysis as a theoretical approach to research. And as a method for analysis, the writer uses the translation shift and equivalence by Catford (1974).

C. Problem Statement

Based on background of study, the writer will raise questions as follows:

1. what are the translation shifts of noun phrase found in Unilever's products?, and.
2. what are the equivalences of translation of noun phrase found in Unilever's products?

D. Objective of the Study

Based on the research problem, the objectives of the study will be as follows:

1. to classify the translation shifts of noun phrase found on Unilever's products, and.
2. to describe the equivalences of translation of noun phrase in Unilever's products.

E. Benefit of the Study

The benefits of the study are:

1. Theoretically
 - a. This research will enrich study on linguistics especially about translation shift of nounphrase.
 - b. This research will give more information about the translation shift of noun phrase.

2. Practically

The result of this study will add the writer's and the reader's knowledge about noun phrase translation.

- a. Student

This research will make students more understand about translation and translation shifts. And it will also append their knowledge about part of speech in English and Indonesian.

- b. Lecturer

It enables lecturers to utilize this research as an additional reference in teaching learning process of translation. It facilitates lecture in

improving the examples relate to the equivalent, translation shift, and also noun phrase.

c. Other researcher

The result of this study may become additional reference in conducting research based on translation study especially on noun phrase. This research is also significant for stimulating to the other researcher in conducting such kind of research in the future.

d. Reader

It can enrich the reader's knowledge about translation shift, equivalent, and noun phrase

F. Research Paper Organization

In this sub-chapter, the writer classify the research to be five chapter. This purpose to make easier the readers to understand.

Chapter I is introduction that consists of background of the study, limitation of the study, problem statement, objective of the study, benefit of the study, and research paper organization. In this chapter, the writer choose the object of research is the unilever products because in this products have many characteristics, for sale in Indonesia, and it have two language (Indonesian language and english). The writer also tell and analyze the problem in Unilever's products.

Chapter II is underlying theory. It organize with previous study, translation, English linguistic unit; and Indonesian linguistic unit. In this translation consist of the notion of translation, translation process, translation shifts and equivalence in Translations. English linguistics unit have word, phrase, clause, and sentence. In indonesian linguistics units almost the same the English linguistic units.

Chapter III is research method. The writer organize with the type of the research, subject and object of the research, data and data source, method of collecting data, technique for analyzing data. The writer get data from Unilever's products, then the data will be analyze using translation theory.

Chapter IV is research finding and discussion. The finding is elaborated into: the types of noun phrase found in Unilever's products, and the equivalence of noun phrase found in Unilever's products.

Chapter V is conclusion and suggestion. The writer conclude the research with the result and suggest the readers. And the last, the writer completes the research with bibliography, virtual reference and appendix.