

CHAPTER I

INTRODUCTION

A. Background of the Study

Languages in the world are diverse. They have their own characteristics. The main function of language is to communicate with others. Language as a system conducts people to communicate and to know each other. English, for example, as one of international language unites people around the world to know each other by meaning of communication. Most of people in the world use it as a second language or foreign language, including Indonesian people, they believe English as the window to see the world.

Not all Indonesian people master English well. Translation is the chosen solution to understand English in form of their language. According to Pinchuck (1977:38) translation is a process of finding a Target Language (TL) equivalent for a Source Language (SL) utterance. Translation is a process to translate one language to others. The important thing in translation is the message from SL to TL. Translating is not easy task because if the translator makes a failure it can change the message. It may be difficult if the translator does not know both languages well, like translation of Indonesian to English.

The aim of translation is to deliver the message to reader or listener in TL. Sometimes, it is difficult to find appropriate word or meaning from SL to TL because of some differences like variety of cultures and grammatical systems in SL and TL. The different culture is confusing the translator to find the appropriate words in TL but does not change the word's meaning in SL. Besides the different grammatical system in SL and TL encourages the translator to modify the translation in TL to make it more acceptable. Consequently, the shift occurs in translation. According to Catford (1965:73-75) shift departures from formal correspondence in process of going from SL to TL. Catford divides shifts into two major types. They are level shift

and category shift. Level shift happens when TL has different linguistic level from SL. Category shift focuses on the equivalence of translation between SL to TL for being approximately “normal” or “free” translation. Catford classified it into four types. They are structure shift, class shift, unit shift, and intra-system shift.

In this paper, the researcher uses category shift as the object. Category shift is an interesting object to analyze because it almost happens in every translation form. It is applied in translation in spite of no exactly appropriate word that has same meaning or because for aesthetic value from SL to TL.

In this modern era people all around the world have so many ways to communicate each other. The latest communication trend is the easy way to connect by using social media. There are so many social media used by people to connect with other not only for sending messages and having conversation but also for sharing moments and promoting product. Instagram is one of social media used by people to share with others. Kristiani Herrawati is well known as Ani Yudhoyono or Bu Ani is one of instagram users. As we know, Bu Ani is the wife of the 6th President of Indonesia, Susilo Bambang Yudhoyono and the number one lady in Indonesia from 2004 until 2014. Her instagram account has more than 2500 photographs and 5 million followers. Ani Yudhoyono’s instagram captions become the research subject in this paper. She usually uploads her photograph with bilingual captions (Indonesian and English). The researcher chooses Ani Yudhoyono’s instagram captions because most instagram user do not use bilingual captions like Ani Yudhoyono did. The data of category shift that occur words, phrases, clauses or sentences found in captions and their translation.

There are examples of category shifts:

- (1a) SL: Siap dengan **kamera**, menunggu matahari tenggelam.
TL: Ready with **my camera**, waiting for the sun to set.
- (1b) SL: Menjawab **pertanyaan** TV One tentang isu-isu terkini dan masa depan Partai Demokrat. Surabaya, 11 Mei 2015.

TL: Answering **the questions** from TV One on current issues and the future of Partai Demokrat (Democratic Party). Surabaya, May 11th 2015.

In (1a) *kamera* is word, it is translated into noun phrase *my camera*. It includes unit shift. Because, there is a shift from word to noun phrase. In (1b) *pertanyaan* is a singular noun. It has question as the equivalent but it is translated to *questions*, plural form of sponsor. It means that there is intra-system shift from singular to plural form.

Ani Yudhoyono's Instagram captions as the means of communication which has quality of being acceptable both in English and Indonesian. From the background above, the researcher is interested in research how the category shifts occurs on Ani Yudhoyono's Instagram captions, furthermore the researcher conducted a research entitled "An Analysis of Category Shift Translation on Ani Yudhoyono Instagram Captions in 2015" used Catford theory.

B. Limitation of the Study

With the purpose of making achievable, the researcher proposes to limit the study on category shift translation on Ani Yudhoyono's captions instagram that uploaded in 2015 by using Catford theory, whether it belongs to structure shift, class shift, unit shift or intra-system shift. Then the researcher will also evaluate the quality of category shift on Ani Yudhoyono's instagram caption in 2015. This limitation is needed in order to focus on topic of research.

C. Problem Statement

Based on the background and limitation of the study, the researcher wants to show that there are some problems which are related to this study. The problem of this study is formulated as follows:

1. What are the types of category shift found on Ani Yudhoyono's instagram captions in 2015?

2. How is the quality of translation shift on Ani Yudhoyono's instagram caption in 2015?

D. Objective of the Study

In the relation to the problem, the objective of the research is explained in following objectives of the study:

1. to classify the category shift on Ani Yudhoyono's instagram caption in 2015 and
2. to describe the quality of translation shift on Ani Yudhoyono's instagram caption in 2015.

E. Benefit of the Study

This research has benefits both theoretical and practical. Theoretically this result of this research can be used for teaching translation especially on translation shift. Then, practically, this research findings can be reference to other researcher, teacher, and students that focused on translation shift.

F. Research Paper Organization

In order to make this research can be read systematically, the researcher organizes this as following arrangement:

Chapter I is Introduction. It consists of background of the study, limitation of the study, problem statement, objective of the study, benefit of the study, and research paper organization.

Chapter II is underlying theory. It includes previous study and theoretical review. It consists of Notion of Translation, Translation Processes, Translation Shift and Translation Quality.

Chapter III is research method. It covers types of research, object of the research, data and data source, technique of collecting data, data validity, and technique of analyzing data.

Chapter IV is research finding and discussion. It concerns with the research finding and discussion.

Chapter V is conclusion and suggestion for the next researches.