CHAPTER I
INTRODUCTION

A. Background of the Research

Translation is a process of transfer that aims to convert written text of source languages into matching target language texts, which require a syntactic, systematic and pragmatic understanding and processing of source language analysis. Bell (1993: 5), translating the notion of translation according to Dubois, states that translation is an expression of the source language of what is expressed from the target language, by maintaining its semantic and stylistic equivalent.

Sutopo (2015:2) in his book stated that translation is a process which is similar to producing speech, to tell message or information to other, in delivering the message or information, the translator deal with meaning, structure words, phrase, clause and sentence. In addition, Munday (2001:5) stated that translation is a changing of an original written text in the original verbal language into a written text in another verbal language. Therefore, translation is to produce the closest natural equivalent from the message in the source language into the target language of the recipient’s, both in terms of meaning and in terms of style.

Today, digital technology and the internet have a continuous and significant effect on translation work. From web-based translation services such as Google Translate to the emergence of crowd sourced translations and
the proliferation of translation applications for smartphones is a phenomenon in the translation revolution that we find everywhere there is internet access. The implications of this revolution on human language, culture and society are very far reaching.

The translated literature has great potential to bridge culture and make different people closer to each other. Today, people from different cultures communicate and share ideas more than ever before. Growing globalization has made translation increasingly important. One of the literary works which also largely translated is comic. It is one of the tools of mass communication that provides education, both for children and adults (Lubis in Rahayuningsih 2005: 19). In addition, comics are light and interesting reading material. As one of the communication tools, comics can also train the imagination of every reader that is manifested in the form of images and text (written language), because images can function to help readers imagine the information that is read.

Comic is one of the literary works created by the creative imagination of the author. Comics are an art form that uses immovable images arranged in such a way as to form interwoven stories and are equipped with text. Comics usually present fantasies that are associated with daily reality such as school, learning situations, about the city and other things.

information or produce an aesthetic response for those who see it. All story texts in comics are arranged neatly and interconnected between images (visual symbols) with words (verbal symbols).

As far as it is known, comics have many fans, especially in Indonesia. This resulted in demands for the translation of quality comics. The number of foreign language comics is also a problem for comic fans. Especially for those who do have limitations on the mastery and understanding of a particular language (source language), namely English. The limited mastery and understanding of a particular language or foreign language comic is the specter of its fans. Therefore, for the Indonesian market, comics from other countries were translated into Indonesian.

Translation is not merely an activity of substituting source language text (SL) into the target language text (SL) but needs to be seen as an act of communication, not just a collection of words and sentences (Koller 1995:215). The differences between the Source Language system and the Basic Language system can cause language difficulties in translation. In fact, information in source language texts containing language norms, such as: (1) lexical means, (2) grammatical means, (3) stylistic means/expressive nuances should be fully conveyed into the target language text in the translation process (Moentaha, 2006: 13). Means of lectical Kridalaksana, (2008: 141) states that the lexical is concerned with lexemes, concerned with the word and corresponding to the lexicon, and not with grammar. Leksem is a meaningful unit that forms words, while the lexicon is a component of language that
contains all information about the meaning and use of words in the language.

Nababan (2004:32) states the concept of translation as the following:

In the translation process, there is the transfer of meaning from the source language (source language) to the target language (target language), with the accuracy of the message, readability, and acceptance of the product. The process to find equivalence between the source language and the target language characterizes a quality of translation.

To translate whether scientific or literary books is a not an easy matter for translator. Translation itself is the process of rendering the message and finding the accuracy and equivalent message from the Source Language (SL) into the Target Language (TL). By mastering the vocabulary, a translator a good translation can be made by the translator. Since translation is a difficult work, there are many necessity that must be done by a translator in order to good and understandable translation. According to Nida (1964: 145) a translator has to have: (1) complete knowledge of the source language (SL), (2) complete knowledge of the target language (TL), (3) an intimate acquaintance with the subject matter, and (4) complete knowledge of translation.

In this research, the issue being discussed is related to translating for comics since it becomes one of the challenging jobs for many translators. Translating for comics is not like translating books, because comics consist of images and text written in bubbles, or boxes or directly in the picture. According to one of professionals translator, Dina Begum in her website https://dinabegum.com/2011/08/29/menerjemahkan-komik-cerita-bergambar/, translating comics is similar to translating film subtitles: space for the text is
equally limited. Therefore, another challenge of translating comics is a way to translate with limited space but the whole message can be conveyed perfectly.

The comic selected for this research is the comic taken from the digital comic of Webtoons, a type of digital comic that originated in South Korea. Line Webtoon offers a variety of genres, and a style that can attract everyone. One of Line Webtoon's capabilities provides a choice of languages that can be adapted to the desired language, making it a globalized online comic site.

Line Webtoon is able to be read through monitors up to mobile, which provides Line Webtoon applications for Android and IOS users. Line Webtoon provides an opportunity for comic creators on its website to benefit from being paid comics released by the webtoon. Supported by viewers, how many likes and comments can also be seen in terms of professionalism in the work namely originality, image style and productivity. From there the webtoon comic artists also benefited from new business opportunities where comic artists benefited from the released merchandise, film making, and much more, where many webtoon comics got drama series produced from their comics until their PC games were released based on their webtoon comics (Matt Kim, 2016).

From the many webtoon comics, the I Love Yoo webtoon by Quimchee becomes the object of this research. Currently, it is one of the most popular series on Line Webtoon, I Love Yoo has garnered a large following since its debut, with fans praising its likable main cast and balance of romance, humor,
and drama. This comic can be enjoyed through various languages, such as English and Indonesia as provided by the application

The use of language in this comic is simple and easy to be understood, meanwhile, many translation shifts occurred in the Indonesian translation of *I Love Yoo*, particularly in the noun phrase. The examples of translation shift occurred in the noun phrase translation of the comic *I Love Yoo can be seen* as follow.

Example 1
SL = Some say, I have a boring life.
TL = Ada yang bilang, *hidupku ini membosankan*.

From the above data, the researcher found that this is a structural shift. The phrase *I have a boring life* (S P O C) changing from *I* as a subject, and *hidupku* as an object. *Have* as a predicate then *ini* as a predicate. *A boring* as an object. *Life* as a complement. The TL is *Hidupku ini membosankan* (O P C).

Example 2
SL = You wanna grab some burgers?
TL = Mau makan *burger* bareng?

From the above data, the researcher found that this is an intra-system shift. The phrase *some burgers* in the sentence is translated into *burger*. Some burgers is categorized as a noun phrase, with some as modifier and burgers as the head. Burgers are categorized as noun. This word is a plural noun which is translated into a singular noun.

As we know that in translation not only analyzes the material then is rearranged, but there is a process of shifting which the results of the analysis
of the material translated are accommodated to make various adjustments. In the process of transfer, an interpreter transfers the source language script into the target language script with due regard to various adjustments. Adjustments delivered by Nida & Taber (1969: 105) are divided into two groups, namely structural adjustment and semantic adjustment. According to them, these two forms of adjustment resulted in a shift. Structural adjustment will result in a shift in the form of language, while semantic adjustments will result in a shift in meaning.

Catford (1965: 73) states that shifts or shifts from departures from formal correspondence in the process of going from the Source Language to the Target Language. Catford divides the shift into two types, namely level shifts and category shifts. The level of shifting a source language item at one linguistic level has a target language translation equivalent to different levels. In this shift, Catford states that a source language that is at a certain level of linguistics has a language of translation with a language system that is equivalent to the linguistic level different (1965: 73). Generally, this shift occurs around vocabulary (lexical) and grammatical terms.

One particular linguistic feature, which is noun phrase is one of the important matters to consider in translating the comic book, since noun phrases are phrases whose main element of formation is a noun. Phrases whose distribution is the same as nouns.

A noun phrase is a phrase between a noun, pronoun, or number (number) that functions as a head with one (1) or more modifiers. In this case,
the noun phrase is a phrase used when single noun is not specific enough to describe an object, which is common in narratives.

The noun phrase is a phrase that consists of noun as the core (head) while the other word is only an explanation of the noun. Phrase is a group of words, without a subject or predicate, which functions as a single part of a sentence. Phrases cannot stand alone as independent units such as sentences. Prahi (2006:1). Phrases have lower syntactic levels than clauses. Phrases consist of one or more units of words and have the main part that is explained or called the head and the part that explains or modifiers in each phrase.

According to Chaer (2003), phrases can be defined as grammatical units in the form of a combination of non-predictive words. Next explained by Chaer (2003), it is said to be nonpredictive if the phrase has two words or more, has no relationship, has a subject-predicate structure or has an object-predicate structure. Phrases in a sentence will only occupy one function, whether it's just a subject, just an object, a title, and so on.

To do Translation, a translator has to master the relevant language, both of the source language and the target language. It is done to make a good translation, which is able to transfer the message from source language (SL) into target language (TL). In other hand, translation has an important role to solve the problem of Interlingua communication (Molina and Alibir, 2002: 509-511).

In accordance, finding out the types of translation shifts of noun phrase occur in the *I Love Yoo* Webtoon Comic becomes the attention of this
research. Besides, it is also conducted to check the translation quality in terms of accuracy and acceptability related to the noun phrase translation. In this case, the researcher is interested to analyze noun phrase contained in the *I Love Yoo* Webtoon Comic. Therefore, the title of this research is “A Translation Shift Analysis of Noun Phrase in the *I Love Yoo* Webtoon Comic”.

B. Limitation of the Research

To limit the analysis, the researcher focused on the analysis of noun phrase in the *I Love Yoo* Webtoon Comic by Quimchee. The researcher is only intended to discuss the types of translation shift found in the translation of noun phrase, and the quality of its translation in terms of accuracy acceptability and readability. To obtain adequate data of noun phrase, the data in this research is obtained from the dialogue in the comic speech balloons episode 1-10, also from the BGM (Background Music) in the comic, in English as well as Indonesian. As a theory for analysis, the researcher applied the translation shift theory proposed by J.C. Catford since it provides relevant theory for analysis.
C. **Statements of the Problem**

Regarding the background of the research, the following problems are proposed by the researcher:

1. What types of translation shift of noun phrase found in the *I Love Yoo* Webtoon Comic?
2. How is the quality of the translation of the noun phrase in the *I Love Yoo* Webtoon Comic in terms of accuracy, acceptability and readability?

D. **Objective of the Research**

By considering the statements of the problem in this research, the research objectives are arranged as follows:

1. To identify the types of translation shift of noun phrase found in the *I Love Yoo* Webtoon Comic.
2. To describe the quality of the translation of the noun phrase in the *I Love Yoo* Webtoon Comic in terms of accuracy, acceptability and readability.

E. **Significance of the Research**

The benefits of research are benefits or potential that can be obtained by certain parties after your research is completed. In general, the benefits of research are divided into two, namely theoretical or academic benefits and practical benefits. Therefore, it is expected by the researcher that the research will give some benefits to other parties. Those benefits consists of practical and theoretical benefits.
1. Theoretical Benefit
   a. This research is expected to enrich study on translation, particularly on the translation shift of noun phrase.
   b. This research is expected to give more information about the translation shift of noun phrase found in the comic.
   c. This research is expected to enable lecturers to utilize this research as an additional reference in the translation study. It facilitates lecture in improving the examples relate to the equivalent, translation shift, and also noun phrase.

2. Practical Benefit

   It is expected that the result of this research can give additional information to the other researchers and the students to increase their knowledge and practice to classify noun phrase. This research is expected to make students more understand and able to apply the translation shift of noun phrase in other sources.

   a. For the Students

      It is expected that this research can give more knowledge for the students on the translation shift, its quality, and noun phrase found in the comic.

   b. For the Translator

      It is expected that this research can give additional information on the translation shift, its quality, and noun phrase found in the comic.
c. For other researchers

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