CHAPTER I
INTRODUCTION

This chapter provides the background of the study, problem of the study, objectives of the study, including general aim, specific aim, scope and limitation, significance of the study, and definition of key terms.

1.1 Research Background

Language is a tool of communication in which people will understand what people talked and how to respond. Moreover, language has come in many versions; one of them is English which is familiar language in the world. Human being, as the speaker, has modified syntax as the center of linguistic study on the systems of linguistic understanding, and on the “Language Faculty,” to comprehend and apply a likely language (Chomsky 1959).

Hence, the role of language is important in human being to help them convey something. Each language has its owned feature in the humanity. One thing that cannot be denied is the diversity of language that can be a barrier in international communication. This barrier is definitely a problem needing solution to understand the language, it is called as translation.

Translation is a complex activity in which it needs to comprehend the languages, both ST (Source Text) and TT (Target Text). Consequently, this might be equal movement from ST to TT when ST and TT are diverse in structure and
background of culture. There are no two languages that are equal its symbols of which symbols are approved in phrases and sentences between both languages. [Ketut, Pg.3, Nida in Venuti, 2000]. Therefore, we need translation as cover in understanding the languages in which we do not recognize the languages.

There are also some factors that should be considered by the translator in order to produce a good translation product. Nababan (1999) states both linguistics and non-linguistics are two main factors in translation. Linguistics factor cover words, phrases, clauses and sentences. Meanwhile, non-linguistics factor covers the cultural knowledge.

As descriptive investigation, this study is conducted based on a translation shift of verb phrase during the translation process, and it aims at investigating how verb phrases are treated by translation shift. According to Catford, translation shift occurs when the ST and TT are relevant to the communicative function of the text. Here, an example of translation shifts;

<table>
<thead>
<tr>
<th>ST</th>
<th>TT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oleskan secara merata</td>
<td>Gently rub</td>
</tr>
</tbody>
</table>

It describes that the ST is V + adverb while TT is adverb + verb. It pictures that ST will change form in TT so it is called as using unit structure shift strategy in translation shift, because it changes grammatical form between ST and TT.

Based on the previous studies, Kurniawan (2015) in ‘A Translation Shift Analysis on Verb Phrase in Hunger Games II (Catching Fire) Subtitling by Erick Jiwono’ found that the translation shift is divided into two types, there are level
and structure shift. There are 63 data or 36.41% verb phrase translated into verb. 15 data or 8.67% of verb phrase translated into adjective. 8 data or 4.62% of verb phrase translated into adverb. 11 data or 6.35% verb phrase translated into noun. 1 datum verb phrase translated into preposition.

Fadillah (2017) in ‘A Translation Shift Analysis of Verb Phrase in Academic Paper by Translation Bureaus of UMM Students Thesis’ found several verb phrase patterns that change from the SL to the TL. The changing VP patterns in the data comprise (1) the shift from passive verb to active verb, (2) the shift from active to passive verb, (3) the shift from verbal structure to nominal structure, (4) the shift from verb to adjective, and (5) double translation shift patterns.

Based on both previous studies, the researcher conducted her current investigation of translation in order to find the translation shift of verb phrase. It has the same investigation with different object. The researcher takes the data from 5 BB cream products in Indonesia which are Wardah, Garnier, Pixy, Ponds, and Marina. Those products are available to find and make it easier for the researcher to investigate in this research. Also, it becomes one and only research because very few studies are choosing these data to analyze before.
1.2 Research Problem

In completing this study, the researcher focuses on a translation shift of verb phrase on products in Indonesia. In reference to this point, the researcher would like to put forward the problem as follow:

- How are VPs treated in the translation of products in Indonesia?

1.3 Research Objectives

With regards to the problems of study, specifically, this study is aimed at:

1. Describing how translation shift of VPs occur on products in Indonesia.
2. Figuring out the primary shift categories used on products in Indonesia.

1.4 Research Significance

The present study is to give the contribution to developing linguistics study. Firstly, for translation study, this study contributes variants of example of translation shift, especially in VP contraction. Secondly, for lecturers of English department, this study describes the current investigation in translation shift, especially in VP construction. Thirdly, for other researchers, this study can give more detail information to the prospective researchers. To conclude, the result of this present study can be used as the reference in the process of translating the Indonesian verb phrase into English in practical significance.
1.5 Scope and Limitation

This research is conducted in a translation shift of verb phrase on 5 BB Cream products in Indonesia. The scope of this research is bordered on the translation shift of verb phrase on products in Indonesia. Moreover, this research limits on the 5 BB Cream products in Indonesia, namely Wardah, Pixy, Marina, Garnier, and Caring.

1.6 Definition of Key Terms

With regards to the problems and aims of the study, the definition of key terms can be specified as follows:

1. The translation is especially from English into Indonesian sometimes confused the readers or a translator; however, verb phrase is an important component in the text. Therefore, this study discusses the varieties of both TT and ST version.

2. X-bar theory proposed by Radford (1988) is used in analyzing the English verb phrase and also the Indonesian translation in order to show the clear diagram about the construction of the English noun phrase and its translation.

3. Translation shift is the small linguistic changes that occur between ST and TT. (Catford, 1978)

4. Verb Phrase is a group of words including a verb and its complements, objects, or other modifiers that functions syntactically as a verb.

5. BB cream product, Blemish Balm, is one of daily make up products for woman in which the cream product is easy to bring everywhere.