CHAPTER 1
INTRODUCTION

This introduction chapter intends to offer a brief discussion about the topic that is related to discussion in this chapter. It provides the research background, research problems, research purposes, research significance, scope and limitation, and definition of key terms.

1.1 Research Background

One of social media that is used for sharing photos by applying some filters namely Instagram. It was founded in October 2010 by Systrom and Krieger and it released an Android version on April 3, 2010 and was launched on October 6, 2010; designed for users in taking photo on their mobile phone then upload instantly by using instagram application (Herman J., 2014)

There are several features found on Instagram which are Followers, Instagram Story, Direct Message (DM), Uploading Photos and Videos, Edit Photo, Hashtag, and Caption. Followers is a user who follow your account and constantly sees every photo you publish on your feed. Instagram Story is daily photo and video sharing which can be viewed once 24 hours and it will not show on the user’s profile grid. You can also use the features in Instagram Story like boomerang, rewind, and also you can live your activity with up to an hour. Direct Message (DM) is used to send private a message somebody and nobody can see the message except user and
receiver. *Uploading Photos and Videos* is the main usage in Instagram is uploading photo and video with other users. User’s can directly upload the photo after taking photo by using Instagram’s camera or take photo in gallery on mobile phone. *Edit Photo* means that the users can edit photo in order to make photos look more beautiful. There are some filter that can used by users for instance Claredon, Reyes, and Mayfair. *Hashtag* are used to describes and categorize posts. The # symbols always goes at the beginning of #hashtag and can be clicked on to find similar posts. Using popular hashtags can helps to increase the visibility of your post. *Caption* is a part of Instagram which offers an interesting feature where the users can give the status in every user post and appear underneath an Instagram photo. On caption the readers know what the picture is. Most of Instagram users create caption based on photo or video that they want to share. Nowadays, those caption often make unique sentences which are happening and used in daily life. It gives contribution in making sentences that are related to translation shift.

Translation shift is analysing of linguistics change that occur in translation between Source Language and Target Language without change the real meaning (Munday, 2016). Moreover, the translation shift categorized by Hatim (2001:15) into two main types; Level Shift and Category Shift. Level shifts would be something which is expressed by grammars in one language into another language that is lexis.

Example:

SL: *I am playing* basketball.
Category shift occur when the translation has changing on formal correspondence (Munday, 2016). Furthermore, it is divided into structure shift, class shift, unit shift, and intra shift:

1. Structure-shift. A structure is an arrangement of elements which means that this shift is focusing on changing the structure of language mostly in grammatical structure.

   Example:
   
   ST: *The book* is on the cupboard
   TT: *Buku itu* ada di atas lemari.

2. Class-shift occur when the translation has a different part of speech between Source Language and Target Language.

   Example:
   
   SL: Dia mengendarai dengan *lambat*.
   TL: He is driving *slowly*.

3. Unit-shift occur when translation has a different rank between Source Language and Target Language. Rank refers to sentences, clause, word, phrase, and morpheme.

   Example:
   
   SL: Ayahku membelikan *jam tangan* baru.
   TL: My father buy me a new *watch*.
4. Intra-system shift occur when the translation has selection of a non-corresponding term in Target Language item. For instance, when the source language (SL) singular becomes a target language (TL) plural.

Example:

SL: Follow the directions.

TL: Ikuti arah petunjuk.

There were some previous studies that are related to Translation conducted by Dwicky Fandi Setyabudi (2016), Putri Puspita Wulandari (2017), and Sri Wahyuni Ningsih (2016).

Dwicky Fandi Setyabudi (2016) conducted research with the title “An analysis on the translation shifts in translating Indonesian songs into English made by students specializing at translation studies of University of Muhammadiyah Malang”. This research investigated kinds of shift that are formulated by the students in translating Indonesian songs into English and the most dominant shift. This study revealed that all Indonesian songs; Dekat di hati, 1000 Tahun lamanya, teman hidup, and Terlalu Lama Sendiri. In this result the researcher found 62 shifts in Dekat di hati, 41 shifts in 1000 tahun lamanya, 67 shifts in Teman hidup, and 109 shifts in Terlalu lama sendiri. All in all the most dominant shift occuring the songs was Intra-system shifts in Terlalu lama sendiri.

The second researcher was conducted by Putri Puspita Wulandari(2017) with the title “A Translation Shift on Verb Phrase on products in Indonesia”. This research described how translation shift of verb phrase occur on products in
Indonesia. The researcher found 2 class shift in Wardah, Marina, and Caring BB cream product, 1 unit shift in Wardah, 7 structure shift in Wardah, pixy, Marina, Garnier, and Caring BB cream product, and 3 Intra system found in Marina and BB cream product. Moreover, the researcher found 3 other findings like verb phrase that under translation more than one shift which are 6 Unit and class shift found in Garnier, Pixy, and Carier BB cream product, 1 class and structure shift found in Caring BB cream product, and 1 Intra-system and structure shift found in Caring BB cream product.

The next research was conducted by Sri Wahyuni Ningsih(2016) with the title “An analysis on translation shift: cross-linguistics study between English and Indonesian translation version of Holy Qur’an Surah Al-A’raf”. This research investigated the kinds of category shift found in English and Indonesian translation versions of Holy Qur’an Surah Al-A’raf and found the dominant category shift which employed in English and Indonesian translation versions. The results in this study showed that there were 39 category shifts which consists of 25 unit shifts, 9 structure shifts, 7 class shifts, and also 2 Intra-system and teh dominant category is unit shift which it indicates that there are 25 rank changes in both English and Indonesian translation versions.

Based on the previous study above, it is rarely found the research that investigated a translation shift on Instagram caption. Therefore, the researcher would like to conduct a research with title “A Translation Shift on Caption Instagram”.
1.2 Statement of Problems

The research problems are mentioned as follows:

1. What are the translation shifts found on Instagram caption?
2. What types of translation shift found on Instagram caption?
3. Which one is the dominant shift found on Instagram caption?

1.3 Research Purposes

The research purposes are formulated as follows:

1. To know the translation shift found on Instagram caption.
2. To know the type of translation shift found on Instagram caption.
3. To know the dominant shift found on Instagram caption.

1.4 Research Significances

The research significance of this study can be viewed from both theoretical and practical aspect that describe below:

a. Theoretically

The researcher hopes that this research will give some contributions such as supporting Translation studies about translation shift. Moreover, this research will give additional information about translation shift on caption Instagram. As the result, the readers will know about the study of translation shift, type of translation shift, and the classifications of translation shift on caption Instagram.
b. Practically

The result of this research, the researcher hopes that it will give a contribution and useful for the next researcher who want to study about translation, especially in translation shift. By knowing the result of this research, the next research can make it as a parameter in doing other investigation or other research about translation shift in other social media.

1.5 Scope and Limitation

The researcher would only focus on the translation shift on caption Instagram. In specific, the research is focused on how the translation shift found on caption Instagram. The research is limited to the translation shift that are found on caption Instagram by Riski Lestiono, a linguistics lecturer, on 4 March-26 March 2017.

1.6 Definition of Key Terms

1. Translation Shift is analysing of linguistic change that occur in translation between Source Language and Target Language without change the real meaning (Munday, 2016).

2. Instagram is one of social media that designed for taking and sharing photos instantly by applying some filters (Herman J., 2014).

3. Caption is a part of Instagram which offers an interesting feature where the users can give the status in every user post and appear underneath an Instagram photo. On caption the readers know what the picture is. Most of Instagram users create caption based on photo or video that they want to share (Herman J., 2014).