CHAPTER 1

INTRODUCTION

In this chapter, the researcher would like to explain briefly the underlying theory related to the research objectives. The basic theories will cover the understanding of research background, research problems, research objectives, research significances, scope and limitation, and definition of key terms.

1.1 Research Background

Learning different languages and cultures is a trend. People start using other cultures and languages such as the music they enjoy, the movies they watch, the books they read or the language they sometimes use. By now schools even start using and learning many other languages and cultures since elementary school. It is very interesting how people having the desire to learn about different cultures and languages. To avoid misunderstanding of what people learn, the right translation is required. Translation does not only translate from Source Language (SL) to Target Language (TL) but also convey a meaning that can be accepted by TL.

In this process, grammar knowledge is needed in ST and TT languages, because each language has different rules. Munday, (2008) stated that the process of translating from Source Text (ST) to Target Text (TT) to generate text in the language of TL. Grammar in English and Indonesian has different rules, the example is Red Car in English grammar has a position as an adjective + noun in the process of translating in Indonesian into Mobil Merah that shifted to Noun + Adjective. In this case, the translator can not translate with the same grammatical position. This is called the translation shift process, where it is shifts or grammar changes to make understandable in TL.

One of the literature products that require translation shift is a bilingual children's books. These books are used in bilingual learning. So it takes comprehension in translation shift to be understood easily by readers, especially
for children in language learning. When the textual equivalent is not officially the correspondent with the source it called translation shift. Cyrus, (2009) stated that formal correspondence is the prevailing relationship between two linguistic categories that occupy around the same place in their respective language organizations textual equality holds between two parts of the text which are actual translations of each other. That means translation shift is an adjustment between place and meaning in SL and TL to make the exact result.

Based on Herdani, (2014), in her analysis the category shifts in the English – Bahasa Indonesia Breaking Dawn Movie Texts, she found sentence shift 70 times, intrasystem shift 12 times, unit shift 30 times and class shift 26 times. She also analyzed the degree of equivalences meaning.

Similar to Herdani, Setyaningsih, (2013) also analyzes the translation shift subtitles in Avengers movies, which focuses on the verb and verb phrases. She found 445 data that had shifted both verb and verb phrases from 972 data, and an equivalent translation of 89.21%. Based on her, the translation work in movie subtitles of the Avengers is almost perfect.

In contrast to the two analyzes above, Karina and Padang, (2017) in the international journal of language learning and the applied linguistic world, they analyzed translation shift in a bilingual children's book entitled Barbie Kumpulan Cerita Putri. She concluded that the translation shift is not just about word equations and it is very difficult to get equivalent work in each target language.

In Indonesia, the authors of bilingual children's books are not many. One of the authors of bilingual children's books who already has gain fame is Arleen A. She has been writing since 2004 and has produced 5 novels, 1 parenting book (non-fiction) and 111 bilingual children storybooks, some of her children's storybooks has also been purchased for licenses to be published in foreign countries such as Malaysia and India. She recently released his book on the theme of leadership for children. In this book, she summarized several short stories about leadership. This book is written in English as Source Language and Indonesia as
Target Language. This book’s title is Stories of Leadership for Kids – *Aku Pemimpin Hebat*.

Based on three journals above all of them are translation shift analysis, especially for Karina and Padang’s journal has similarity in research object which is bilingual children’s books. The difference between this research and the previous studies is that it focuses on category shift.

Thus thesis which focuses on translation shift is needed to be studied for children who learn two languages. It minimizes confusion while they learn the differences between the two languages.

1.2 Research Problems

Based on the above explanation, the problems created are as follows:

1. What kind of category shifts found in the Stories of Leadership for Kids – *Aku Pemimpin Hebat* By Arleen A?
2. What are the most dominant category shifts found in the Stories of Leadership for Kids – *Aku Pemimpin Hebat* By Arleen A?

1.3 Research Objectives

The objectives of this research are as follows:

1. To find out the kind of category shifts found in the Stories of Leadership for Kids – *Aku Pemimpin Hebat* by Arleen A.
2. To find out the most dominant category shift found in the Stories of Leadership for Kids – *Aku Pemimpin Hebat* by Arleen A.

1.4 Scope and Limitation

There are two major types of shifts occur: level shift and category shift. In this research, the writer discusses only category shifts which cover unit, structure, class and intra-system shifts. In the case, the shifts in translation will be discussed through the text of stories book. To avoid data redundant the researcher focus on
one story in a book stories Stories of Leadership for Kids- Aku Pemimpin Hebat. This occasions the writer will use the text of Stories of Leadership for Kids – Aku Pemimpin Hebat by Arleen A.

1.5 Research Significance

The analysis is expected for the teacher, students, and the department;

1. Teacher

It will help the teacher to teach students about translation shift using storybook as media.

2. Students

Students expected to understand the point of shifting in a storybook.

3. English department

Add more data in the study of translation especially in shifting.

1.6 Definition of Key Terms

Translation has several meanings: it can refer to the general subject field, the product (the text that has been translated) or the process (the act of producing the translation, otherwise known as translating). Munday, (2008)

Translation Shift means a departure from formal correspondence in the process of going from the Source Language (SL) to the Target Language (TL). Catford, (1965)

Category Shift is departures from formal correspondence in translation. Catford, (1965)