CHAPTER II
REVIEW OF RELATED LITERATURE

This chapter consists of related literatures which cover the definition of translation, translation equivalence, translation shift, kinds of translation, and the definition of company profile.

2.1 Definition of Translation

There are various experts who convey their own definition related to translation. Generally, translation is a process of rendering meaning, ideas, or messages of a text from one language to other language. The accuracy, clarity and naturalness of the meaning, ideas, or messages are some considerations within the translation process. Thus, it is an crucial thing to consider whether the readers of the target text accept equivalent information as the readers of the source text do. These considerations are clarified in some definitions of translation stated by experts.

Another definition proposed by Catford (1965) proposes that translation is the replacement of textual material in one language (Source Language/ SL) by equivalent textual material in another language (Target Language/ TL). In addition, Nida & Taber (1982) propose that translating consists of reproducing in the receptor language the closest natural equivalence of the source language message, first in terms of meaning and secondly in terms of style. From both definitions, it can be concluded that translation is not only changing the language of a particular message or text to another language but also finding the closest equivalent of meaning and style on the target language.
2.2 Translation Equivalence

As has been mentioned before, equivalence is one of key aspects of translation. According to Catford, it is possible to generalize the condition for translation equivalence as he stated that the occurrence of translation equivalence happens when a SL and a TL text or item are relatable to (at least some of) the same features of substance (Catford, 1965).

Based on the statement, when a source language text or item has some language relations- at least the same features of substance with the target language- it is possible for the translation equivalence to occur. The translation cannot be based only upon some of meanings but however it must be related to some situations or contexts where the equivalence should be established.

If the requirement of the equivalence in the source language and target language are related, a problem that usually faced in founding this relation is caused by the difference cultures of people who speak the target language with initial source language speaker.

Example:

1. SL: *Kucing anda sangat lucu.*
   
   TL: Your cat is very cute.

2. SL: *Lontong*
   
   TL: Cooked rice wrapped in banana leaf

The example (1) *kucing* has the exact equivalence in the target language which is ‘cat’. Thus, there is not any problem were found in term of finding the
equivalence. However, in example (2), the word *lontong* is hard to translate into English since there is not any equivalence of the word in English. Thus, the translator decided to modify it using description ‘cooked rice wrapped in banana leaf’.

According to Aji (2017), the translation function is very inherent with our daily lifes. Unconsciously, it is familiar because it has been applied in our activities such as: watching movie, reading novel, and newspaper, etc. Increasing of translation requirement from the written text translation happens because many literary works from abroad come into our country. In significance of developing literary works from abroad, the role of translation becomes more significant. Usually, English is the most common language because it is the international language.

### 2.3 Translation Shift

The term “translation shift” was first introduced by Catford (1965). His definition of this concept relies on his distinction between formal correspondence and textual equivalence: formal correspondence is a relationship that holds between two linguistic categories that occupy approximately the same place in the organization of their respective languages, while textual equivalence holds between two text that are actual translations of each other. When a textual equivalent is not formally correspondent with its source, this is called a translation shift which has two major types namely level shifts and category shifts.

Level shift refers to a source language item at one linguistic level that has target language translation equivalence at a different level. While Munday
(2008) stated that a small linguistics change occurring in the translation of ST and TT is called translation shift.

2.3.1 Level Shift
Catford (1965) stated that a level shift occurs when a source text item has a textual equivalent on a different linguistic level. Shift of level is the shift focusing on the replacement of a message or concept which is expressed grammatically in SL, but it is lexically expressed in TL and vice versa.

<table>
<thead>
<tr>
<th>English</th>
<th>(SL): I have delivered the package.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bahasa Indonesia</td>
<td>(TL): Saya telah mengantar paketnya.</td>
</tr>
</tbody>
</table>

In the example, the shift of level is marked by the replacement of the positive form of present perfect rule have + delivered (V3) into the lexis comprising *telah* and *mengantar*. The matter of positioning the word after the word *telah* is not regulated in the norm of Bahasa Indonesia. In addition, Catford (1965) himself considers level shift as the quite common shift due to the fact that every language has been ruled by its own language laws or norms.

2.3.2 Structure Shift
Munday (2008) considered structure shift as the most common form of shift in translation product. This shift occurs on the grammatical structure of particular sentence pattern.

<table>
<thead>
<tr>
<th>English</th>
<th>(SL): The door is finally closing.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bahasa Indonesia</td>
<td>(TL): Pintu akhirnya ditutup.</td>
</tr>
</tbody>
</table>
The example above exhibits clearly that the structure follows the formula of active present continuous signaled by ‘is finally closing’. Meanwhile, in version of Bahasa Indonesia, the original sentence is altered into passive form based on Bahasa Indonesia norm which indicated by the prefix *di-* preceding the main verb *tutup*. Moreover, structure shift is not necessarily about the transformation of active to passive sentence, but, sometimes, of simple present to present progressive, of adjective clause to adjective phrase, and others as the change occurring underlines the term of construction or structure.

2.3.3 Class Shift

It can simply be said that class shift is a change in word class since in this kind of shift, the alteration happened is part of speech.

<table>
<thead>
<tr>
<th>In English (ST)</th>
<th>Today is young, tomorrow is a leader.</th>
</tr>
</thead>
<tbody>
<tr>
<td>In Bahasa Indonesia (TL)</td>
<td>Sekarang pemuda, besok pemimpin.</td>
</tr>
</tbody>
</table>

According to the example above, the word ‘young’ which is an adjective in ST is translated to *pemuda* which is categorized as a noun in Bahasa Indonesia. Therefore, the example is considered that there is a replacement of class of word going from adjective to noun which is then labeled as a class shift. However, the shift of class is sometimes entailed to the structure because it involves the logical dependence of class on structure (Catford, 1965).

2.3.4 Unit Shift

Rank shift or also known as unit shift, is occurring when the translation product in TL is at a different rank in comparison to the SL. The term rank here
refers to the hierarchical linguistic units of word, phrase, clause, sentence (Munday, 2008).

<table>
<thead>
<tr>
<th>English</th>
<th>(ST): Daughter and son.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bahasa Indonesia</td>
<td>(TL): Anak perempuan dan anak laki-laki.</td>
</tr>
</tbody>
</table>

The example above provides an evidence of a shift from the English version which contains only a word into the Indonesian version which contains phrase.

### 2.3.5 Intra-system Shift

Catford defined intra-system shift as the shift occurring when SL possesses an approximately corresponding system which is translated into TL by having a non-corresponding system selection (Munday, 2008). In addition, it can be simply defined that intra-system shift is the shift occurring within the internal system of SL and TL. The terms ‘internal system’ here refers to the limited number of elements involved in a sentence by which fundamental difference between two languages can be identified. Therefore, the system itself can be the main source of the shifts to occur.

<table>
<thead>
<tr>
<th>English</th>
<th>(ST): This is a place for cats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bahasa Indonesia</td>
<td>(TL): Ini adalah tempat untuk kucing</td>
</tr>
</tbody>
</table>

From the example above, can be seen that the object which is ‘cats’ is a plural form of ‘cat’. While on the other hand, the TL is kucing which in Bahasa Indonesia means cat in singular.
SL and TL have formal equivalence but the translator chooses non-corresponding term in TT. It can be seen from the translator using ‘kucing’ instead of *kucing-kucing* (the plural form of *kucing*).

2.4 Kinds of Translation

Larson (1984) stated that two kinds of translation, one is form-based and the other is meaning-based translation. The form-based is also known as literal translation and the meaning-based is also known as idiomatic translation.

2.4.1 Literal Translation

As has been stated by Larson (1984) previously, literal translation is a form-based translation. It means the translation process to the target language follows the form of the source language strictly, even word-by-word.

Example:

ST: *Kan daro* (in Chuave)

TT: Your-name call! (in English)

The example above shows that it does not really convey the actual meaning of the message. Therefore, the proper translation should be ‘what is your name?’

However, literal translation is able to help a certain purposes. One of which is for the linguistic study of the particular language. Even though it is helpful for the study of the source language, it will not very useful for the reader to obtain the true meaning of the source text.

Theoretically, if the two languages are related, the literal translation can often be understood since the general grammatical form may be similar.
However, the choice of lexical aspect makes the translation sounds foreign. (Larson, 1984).

2.4.2 Idiomatic Translation

Idiomatic translation uses the proper form of the target language including the grammatical construction and also the lexical aspects. The aim of idiomatic translation is the translation product sounds natural as if it is written in target language. Usually, some good translations use mix of a literal translation of the grammatical units along with some idiomatic translation. Accordingly, by doing it, the results of the translation will sound more common. (Pertiwi, 2017)

Example:

SL: Who has he been living with?

TL: Dengan siapa dia tinggal?

The example above shows that there is a change of structure. The word *dengan* is placed in front of the sentence and it makes the sentence better. The result of the translation is sounds more natural and easier to understand by the reader.

2.5 Company Profile

Company Profile is a media used by a company in order to build the image of the company itself and also works a promotion means (Asmara, 2006). The targets of company profile are stakeholders and future customers who will buy the products or use the service of the company. Thus, it becomes important of the particular company to show its image as good as possible.

In addition, a company profile also includes a concise description of a firm which can include its history, values, mission statement, its human and
financial resources, and its goods and services, among other things. In essence, a company profile is a quick intro to a company that lets the reader know just who they are reading about. Company profiles are very important for giving the company a way to convey information to its customers.

2.6 State-Owned Enterprises
PWC (2015) states that State Owned Enterprises (SOEs) are known by many names – government corporations, government business enterprises, government-linked companies, parastatals, public enterprises, public sector units or enterprises and so on. As well as the name, the definition of SOEs also often varies across countries. Research suggests that there is a wide range of legal forms for SOEs, depending on factors such as:

• The level of government that owns the enterprise (central/federal, state/regional or local).

• The way in which the enterprise was founded.

• The position in the public administration hierarchy.

• The purpose of the SOE.

• The status of the SOE if it is in the process of being privatized.

Other variations include:

• Full, majority or minority ownership by the government.

• Listing (or not) on a stock exchange.
• Government shareholdings through vehicles such as government pension funds, asset management funds, restructuring corporations and development lenders.

• State-enabled (for example enterprises which have been granted exclusive rights by the state) as opposed to state-owned.

While the varying forms of SOEs may provide governments with flexibility, these multiple forms may also serve to complicate ownership policy, make them less transparent and insulate SOEs from the legal framework applicable to other companies, including competition laws, bankruptcy provisions or securities laws. However, a move towards harmonization of the legal status of SOEs with companies in the private sector is beginning to take place, which in turn could facilitate a more systematic use of corporate governance instruments.