

The Translation Shifts and Translation Procedures Occurred in *Garuda Indonesia's Magazine: Colours*

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Abstract

This study aimed at identifying and analyzing the types of translation shifts and translation procedures in the *Garuda Indonesia: Colors* magazine and its translations. The theory used was the theory of translation shift by Catford (1965) and the theory of translation procedures. The results showed that in the *Colors: Quiet Seoul* magazine article, two categories of shifts were come across. Meanwhile, in the *Colors: Explore Banyuwangi* magazine article there were only Category Shifts found, namely structure shift, class shift, unit shift and intra-system shift. In terms of translation procedures, this research indicated that in the *Colors: Quiet Seoul* magazine article, there were two translation procedures detected, namely: Adaptation and Borrowing. Meanwhile, in the *Colors: Explore Banyuwangi* magazine article (pp. 96-104), there were 11 translation procedures found, namely: Adaptation, Amplification, Borrowing, Calque, Compensation, Generalization, Literal Translation, Modulation, Particularization, Reduction, and Transposition.

Keywords: *Procedures, Shifts, Translation*

1. INTRODUCTION

Larson in his book entitled *Meaning-Based Translation* (1998:03) stated that translation is transferring the meaning of the source language into the receptor language. This is done by going from the form of the first language to the form of a second language by way of semantic structure. It is meaning which is being transferred and must be held constant.

In fact, it is not easy to do translation job. The translators should be careful with every sentence translated by using translation procedures. The accuracy or equivalence is very important in the translation process because it can influence the meaning of the messages. Sometimes, the translators find some difficulties and problem in translating texts. Therefore, the translators should comprehend the culture of both the source and target languages. Every language has rules and system likewise English and Indonesian, too.

Nida (2000:131 in Venuti) stated that translation in terms of certain requirements which must be made of the translator by understand the original word thematically and stylistically, overcome the differences between the two linguistic structure and reconstruct the stylist structures of the original work in the translation. Larson (1998:180)

stated that the author is concerned with the form and the function because the translator will want to find a way to express the important meaning components of the word and phrase, the ones which are in focus in the context.

The translator also cannot avoid the translation shift because of the contextual elements must be maintained so that its meaning does not diverge from the original language. Sometimes the translator needs to find another word to express the meaning of the source text. Halliday and Hasan (1975:28) stated that the relation among the elements within the sentence, together with the order in which elements occur is determined by the structure between sentences.

Catford (2000:141 in Venuti) proposed that shift as departures from formal correspondence in the process of going from SL to the TL. Translation shift occurs when there is no formal correspondence to the syntactic item to be translated. Since no languages are the same, translators need to be careful to maintain the meaning of SL into TL when shift occurs.

Since translation has a wide discussion, therefore in this study, several issues will be discussed as can be seen in the following:

1. What types of translation shifts occurred in *Colours Magazine: Quiet Seoul (p. 84-94) and Explore Banyuwangi (p. 96-104)*?
2. What types of translation procedures occurred in *Colours Magazine: Quiet Seoul (p. 84-94) and Explore Banyuwangi (p. 96-104)*?

2. REVIEW OF LITERATURE

Several studies investigated translation procedures, however there were some gaps in term of the problems raised in those studies as will be mentioned in this part. Yunita, Artawa, and Qomariana in their research entitled “The Translation Procedure of Tourism Terms in *Garuda Indonesia Inflight Magazine: Colours (2021)* investigated the terms found in the magazine and the procedures applied to translate those terms. They applied the theory proposed by Newmark (1988) regarding the translation procedures and it was stated that in the research, there were 7 procedures found. This study had not analyzed the types of shifts occurred in the product of the translation, whereas this aspect is crucial in indicating the result of the translation job.

Another study published by Sumartini (2007) focusing on “Techniques of Translating English Figurative Expressions in ‘Colours’ magazine by *Garuda Indonesia* into Indonesian”. In this study, it was stated that there were ten translation techniques applied in translating figurative language namely adaptation, borrowing, compensation, description, established equivalent, linguistic comprehension, literal technique, modulation, reduction, and transposition. However, in term of translation product, there were no shifts analyzed, whereas translation shifts are necessary as they will occur when there are culture-specific items. Herlina and Vevin (2018) analyzed the category shifts occurred in the translation of noun phrases found in *Garuda Indonesia Colours Magazine*. The research used the theory of shifts and equivalence by Catford (1965). Although the focus of the analysis was also about translation shift, this study managed to analyze both level and category shifts.

Another study about translation shifts were also conducted by Istiqomah, et.al. on their article found several translation shifts, namely (1) the changes for singular to plural and the position of adjective, 2) grammatical structure in the source language does not exist in the target language, 3) grammatically accepted but may not accord with natural usage in the target language, 4) the replacement of a virtual lexical gap by a grammatical structure. The study showed that there were several shifts occurred in the novel, however there were no clear explanation towards the type of the shifts as well as the procedures applied in translating the work. There were various studies analyzing the translation procedures, and one of them was the research written by Hidayat and Harmoko (2018). This research was analyzing about the translation procedures and methods of three bilingual storybooks. As the translation will never be fully equivalent, therefore translation shifts are avoidable and need to be analyzed as well.

3. METHOD

This study used primary data which were taken from *Garuda Indonesia: Colours* magazine and its translation published by PT Garuda Indonesia (Persero) Tbk in May 2018. The data was collected by using documentary study method. Documentary study is a data collection technique to gather and analyze the documents, whether written documents, drawings and electronic.

The data was analyzed by descriptive qualitative method. Qualitative method is the characteristic of the data used as the non-numerical data or qualitative data. The analysis was done through qualitative analysis specifically in descriptive qualitative analysis based on theory of translation shifts proposed by J.C. Catford (1965) "*A Linguistic Theory of Translation: An Essay in Applied Linguistics*" and based on theory of translation procedures proposed by Molina and Albir (2002) in their book entitled "*Translation Techniques Revisited: A Dynamic and Functionalist Approach*".

4. FINDINGS AND DISCUSSION

Types of Translation Shifts

Colours is one of the magazines that are usually placed in each seat of the passenger in Garuda Airplane. This magazine provides lots of information such as airplane schedule services, safety during the flight, tourism objects, accommodation, and any other information regarding travelling activities. This study analyzed the types of translation shifts found in *Colours Magazine* of Garuda Indonesia.

Types of Translation Shifts occurred in *Colours Magazine: Quiet Seoul* (p. 84-94) *Level Shifts*

In term of level shift, a SL item at one linguistic level has a TL translation equivalent at a different level. Level shifts were occurred in *Colours magazine; Quiet Seoul* and the analyses can be seen as follows:

- 1) **SL:** ...the same as the number of bows we'll be doing later that night. (p. 87)
TL: ... sesuai dengan jumlah sujud yang akan kami lakukan malam itu (p. 92)
Analysis: The underlined clause we'll be doing occurred as akan kami lakukan

because the different grammatical rule in the language, therefore we'll be doing was translated into "lexis" in TL with akan

Category Shifts

In contrast to level shift, category shift is a changing of formal correspondence in translation. In category shifts there are structure shift, class shift, unit shift, and intra-system shift. Each of the shift will be analyzed as follows:

a. Structure Shift

Structure shift will occur if there are some changes in the nominal group structure. The changing can be position as well as omission and addition of certain element. It deals with the shift in the grammatical level.

1) **SL:** ..., a tempting smell calls us to the dining hall. (p. 87)

TL: ..., aroma menggoda memanggil kami ke ruang makan. (p. 92)

Analysis: The underlined phrase dining hall occurred as ruang makan because in SL the head of NP comes after modifier while in TL the head of NP comes before modifier.

b. Class Shift

Class shift is the grouping of constituents which appears when the translation equivalence of a source language element is a member of another class from the original one. It can be stated as different word class. The following are class shifts that were found in the data:

1) **SL:** Perfection. So this is what it feels like to be a king (p. 88)

TL: Sempurna. Seperti inilah rasanya menjadi raja (p. 93)

Analysis: The word class of perfection in SL is noun and becomes adjective sempurna in TL.

c. Unit shift

Unit shifts appear when translation equivalence of the SL unit becomes a different rank in the TL. It includes shifts from morpheme to a word, word to phrase, clause to sentence, and vice versa. The analyses of unit shifts can be seen in the following:

1) **SL:** "You do as many as you can." (p. 87)

TL: "Lakukan saja sebisanya." (p. 92)

Analysis: The underlined clause in SL occurs unit shift because it changes from clause into verb phrase in the TL.

d. Intra-system shift

Intra-system shift occurs within a system because every language has its own system regarding number, articles, deixis, etc. This type of shift can be happened when the singular form in the SL can be textually equivalent in the TL as plural form. The analyses of intra-system shift will be done in the following:

1) **SL:** After an evening with new friends ... (p. 87)

TL: Setelah mengobrol dengan teman-teman baru ... (p. 92)

Analysis: The word new friends in SL is in plural form with the suffix -s. Plural form in TL is marked by reduplication, therefore it becomes teman-teman baru

Types of Translation Shifts occurred in *Colours Magazine: Explore Banyuwangi* (p. 96-104)

As mentioned in the previous part, translation shifts occur when there are difference in term of lexicogrammar and are done to achieve the natural equivalent of the SL into the TL. Beside that, it can also be happened when there is no formal correspondence to the syntactic item to be translated. The translation shifts that occur in *Colours Magazine Explore Banyuwangi* are the same with those in *Quiet Seoul* and the analysis of each shift will be explained below.

B. Category Shifts

a. Structure Shift

1) **SL:** for maritime visitors (p. 100)

TL: untuk wisata bahari (p. 103)

Analysis: The underlined phrase maritime visitors occurred as wisata bahari because in SL the head of NP comes after modifier while in TL the head of NP comes before modifier.

b. Class Shift

1) **SL:** This stretch of coastline was previously in disrepair (p. 100)

TL: Pantai ini sempat rusak (p. 103)

Analysis: The word class of disrepair in SL is noun and becomes adjective rusak in TL.

c. Unit Shift

1) **SL:** This stretch of coastline was previously in disrepair (p. 100)

TL: Pantai ini sempat rusak (p. 103)

Analysis: Noun phrase of stretch of coastline in SL occurred as noun word in TL Pantai.

d. Intra-system Shift

1) **SL:** The two- to three-metre-high waves are particularly popular with beginner surfers. (p. 100)

TL: Ombaknya yang setinggi 2-3 meter digemari para surfer pemula. (p. 104)

Analysis: The word surfers in SL is in plural form with the suffix *-s*. Plural form in TL usually marked as reduplication e.g. surfer-surfer, but there's a plural marker para that indicates plural form so it becomes para surfer

Types of Translation Procedures occurred in *Colours Magazine: Quiet Seoul* (p. 84-94)

As a technical devices applied to render the meaning of a text in one language into a text in another language, translation procedures are used in order to formulate equivalence in transferring the message from the SL to the TL. Several types of translation procedures applied in the translation process. The procedures used were analyzed in the following part:

a. Adaptation

Adaptation is one of the translation procedures applied. By using this type of procedure, the SL can be rendered into the TL by using different expression without

losing the meaning of the original expression. In the Colours Magazine Quiet Seoul, there were found many data regarding adaptation procedure as follows:

- 1) **SL:** ...make your mouth water. (p.87)

TL: ...yang menggugah selera. (92)

Analysis: The underlined phrase of make your mouth water in SL is not directly translated into *membuat mulutmu berair*, but it is adapted in TL with yang menggugah selera to avoid uncommon sense. The context of the sentence was not about water pouring from somebody's mouth but a food that were delicious.

b. Borrowing

As some expressions in the SL have no equivalence in the TL, borrowing procedure is applied whereas uses the same word or expression as in the original language. The words that are borrowed are often written on italics. Below are some borrowing procedures that can be found in the data:

- 1) **SL:** When you've had your fill of K-pop-fuelled shopping centres... (p.84)

TL: Jika anda sudah puas dengan pusat-pusat perbelanjaan serba K-pop... (p.91)

Analysis: The underlined word K-pop in SL was directly borrowed into K-pop in TL without an act of naturalization since this expression is quite common among people around the world. It does not make any sense if the word K-Pop was translated to be Pop Korea. It can clearly change the sense of the words especially to those who have ever been heard that term before.

TL: Kami mengambil sendiri makanan dari mangkuk kayu besar berisi kimchi, zukini segar dan kecambah yang diaduk dengan saus sambal korea. (p.92)

Analysis: The underlined word zucchini in SL is directly borrowed into zukini in TL. This data is the same with the data number 3 whereas, the translator kept the original word preserved in order to create the same sense and not to change the meaning.

c. Transposition

In the transposition procedure, it involves replacing one word class with another without affecting the meaning of the message. It is still preserving the meaning of the SL. Some data were found and will be analyzed in the following:

- 1) **SL:** ..., a tempting smell calls us to the dining hall. (p. 87)

TL: ..., aroma menggoda memanggil kami ke ruang makan. (p. 92)

Analysis: The underlined phrase dining hall in SL occurred as ruang makan in TL because it follows the grammatical structure of the TL

Types of Translation Procedures occurred in *Colours Magazine: Explore Banyuwangi (p. 96-104)*

In the Colours Magazine Explore Banyuwangi, several translation procedures were also found and will be analyzed further.

a. Adaptation

- 1) **SL:** a big school of angelfish (p. 100)

TL: gerombolan ikan *angelfish* (p. 103)

Analysis: Phrase of a big school of in SL is not directly translated into *sebuah sekolah besar dari*, but it is adapted in TL with gerombolan. It was done by the translator since the meaning of the SL is closest to “a group of” in the TL.

b. Amplification

Another type of translation procedure appears in the colours magazine “Explore Banyuwangi” was amplification. On this type of translation procedures, the translator adds details that are not present or expressed in the SL however they are important in the TL. The analyses can be seen in the following:

- 1) **SL:** In 2008, Ikhwan Arief, the leader of the Bangsring Village Fishermen’s Group, initiated a programme of nature conservation and education for fisherman to help the coral reef grow again, and the fish began to return. (p. 100)

TL: Untungnya pada tahun 2008, Ikhwan Arief, Ketua Kelompok Nelayan Desa Bangsring memprakarsai konservasi alam dan edukasi kepada nelayan sehingga terumbu karang dapat tumbuh kembali dan populasi ikan mulai banyak lagi. (p. 103)

Analysis: There is an additional information in TL that is not occurred in SL, which is Untungnya. It was done since the context was about preservation and environmentally safe for some animals.

c. Borrowing

- 1) **SL:** because of blast fishing and potassium use that damaged the coral (p. 100)

TL: karena praktik penangkapan ikan dengan bom dan potasium (p. 103)

Analysis: The underlined word potassium in SL is directly borrowed into potasium in TL with naturalization in which following the phonological element of the TL.

d. Calque

Calques is defined as a word-for-word translation from one language into another. It is translated literally root-for-root into another language. There are a lot of data found in colour magazine as follows:

- 1) **SL:** “Our conservation efforts won the Kalpataru prize in 2017 in the category of Enviroment Saver,” says Ikhwan. (p. 100)

TL: “Upaya konservasi kami menangkan penghargaan Kalpataru pada 2017 kategori Penyelamat Lingkungan,” kata Pak Ikhwan. (p. 100)

Analysis: The underlined phrase of Enviroment Saver in SL is literally translated into Penyelamat Lingkungan in TL without any addition.

e. Compensation

Compensation is one of the procedures where a piece of information or stylistic device is dislocated to another location in the discourse, since it has different effect if maintained in the similar place in the original text. The compensation strategy can be seen in the following analyses:

- 1) **SL:** Red Island beach truly lives up to its title when the sun sets on the other side of the highlands. (p. 100)

TL: Seperti namanya Pantai Pulau Merah tampak kemerahan saat matahari terbenam di balik pegunungan. (p. 104)

Analysis: The underlined phrase lives up to its title in SL cannot be applied in TL, therefore the meaning is transferred into Seperti namanya tampak kemerahan. If the original text is translated similarly then it will bring different sense as well as meaning.

f. Generalization

Generalization is realized as a term translation for a more general ones. The translator applies more general and neutral term in the TL. The generalization can be seen in the following data and later be analyzed:

- 1) **SL:** I take a two-minute boat ride to the Floating House (p. 100)

TL: Setelah itu saya naik kapal ke Rumah Apung yang berjarak 2 menit (p. 103)

Analysis: The underlined word boat in SL refers to water transportation in specific way and occurred as kapal in TL that refers to water transportation in general. As we know, there are many types of water transportation and the term used in both languages have a wide range of term regarding water transportation therefore the translator used more general word in order to not changing the meaning of the original word.

g. Literal translation

Literal translation is one of the translation procedures whereas the translator literally translate the SL into the TL by following grammatical rule of the TL. The literal translation procedure had been applied to translate the colour magazine and will be analyzed as follows:

- 1) **SL:** “Our conservation efforts won the Kalpataru prize in 2017 in the category of Environment Saver,” says Ikhwan. (p. 100)

TL: “Upaya konservasi kami menangkan penghargaan Kalpataru pada 2017 kategori Penyelamat Lingkungan,” kata Pak Ikhwan. (p. 100)

Analysis: Almost all the underlined words in SL is translated literally into TL by following the grammatical rule of the TL.

h. Modulation

Modulation procedure refers to an activity of shaping and regulating the words of the SL in such a manner that the resulting TL conforms to the natural patterns of the TL. The modulation procedure had been applied as can be seen in the following data:

- 1) **SL:** Red Island beach truly lives up to its title when the sun sets on the other side of the highlands. (p. 100)

TL: Seperti namanya Pantai Pulau Merah tampak kemerahan saat matahari terbenam di balik pegunungan. (p. 104)

Analysis: The underlined clause Red Island beach truly lives up to its title in SL translated into Seperti namanya Pantai Pulau Merah tampak kemerahan in TL with different point of view.

i. Particularization

Particularization is one of the translation procedures which use particular words in the TL. The data can be seen in the following:

1) **SL:** This time the festival will be held on May 12 at Boom Beach. (p. 100)

TL: Kali ini BBJF akan diselenggarakan pada tanggal 12 Mei di Pantai Boom. (p. 100)

Analysis: The underlined phrase the festival in SL is translated in specific way into BBJF in TL for in the TL, this term is commonly used by the speaker and they are already familiar to it.

j. Reduction

Reduction procedure is when there is omission of some words in the TL for effectiveness. The data can be seen in the following and analyzed further:

1) **SL:** In 2008, Ikhwan Arief, the leader of the Bangsring Village Fishermen's Group, initiated a programme of nature conservation and education for fisherman to help the coral reef grow again, and the fish began to return. (p. 100)

TL: Untungnya pada tahun 2008, Ikhwan Arief, Ketua Kelompok Nelayan Desa Bangsring memprakarsai konservasi alam dan edukasi kepada nelayan sehingga terumbu karang dapat tumbuh kembali dan populasi ikan mulai banyak lagi. (p. 100)

Analysis: There is lost information of SL that is not translated into TL because the *konservasi alam* in the TL already explained the program itself so it does not need to be translated.

k. Transposition

The transposition procedures can be analyzed as follows:

1) **SL:** for maritime visitors (p. 100)

TL: untuk wisata bahari (p. 103)

Analysis: The underlined phrase maritime visitors in SL occurred as wisata bahari in TL because the change of the grammatical structure .Penelitian ini merupakan penelitian lapangan yang menganalisa bagaimana

5. CONCLUSION

The translation process will involve procedures in order to achieve equivalence in term of meaning. As the grammatical structure as well as culture of the SL and TL, translation shifts are unavoidable. Based on the analyses that had been done in this study, it can be concluded that translation shifts that were occurred in *Colours Magazine: Quiet Seoul (p. 84-94)* were *Level Shifts and Category Shifts*. On the other hand, in *Colours Magazine: Explore Banyuwangi (p. 96-104)* translation shifts occurred were *Category Shifts* which were divided into four namely: Structure Shift, Class Shift, Unit Shift, and Intra-System Shift.

Furthermore, among the 18 translation procedures, the procedures occurred in *Colours Magazine: Quiet Seoul (p. 84-94)* were *adaptation, borrowing and transposition*. However, in *Colours Magazine: Explore Banyuwangi (p. 96-104)* there were 11

translation procedures occurred, namely *Adaptation, Amplification, Borrowing, Calque, Compensation, Generalization, Literal Translation, Modulation, Particularization, Reduction, and Transposition.*

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