

AN ANALYSIS OF CATEGORY SHIFT ON INSTAGRAM CAPTIONS

**By
NURLAILA ENDAH SUSANTI**



**ANTASARI STATE ISLAMIC UNIVERSITY
BANJARMASIN
2023 M/1444 H**

AN ANALYSIS OF CATEGORY SHIFT ON INSTAGRAM CAPTIONS

Undergraduate Thesis

Presented to Faculty of Tarbiyah and Teacher Training
In partial fulfillment of the requirements for the degree of
Sarjana Pendidikan

by
Nurlaila Endah Susanti
1601241784

ANTASARI STATE ISLAMIC UNIVERSITY
FACULTY OF TARBIYAH AND TEACHER TRAINING
ENGLISH EDUCATION STUDY PROGRAM
BANJARMASIN
2023 M/1444 H

STATEMENT OF AUTHENTICITY

I, the undersigned, Nurlaila Endah Susanti, declare that this undergraduate thesis is my original work, gathered and utilized especially to fulfill the purpose and objectives of this study, and has not been previously submitted to any other university for any degree or other purposes. I also declare that the publications cited in this work have been properly acknowledged. If someday, it is proven otherwise, I understand that my degree will be revoked.

Banjarmasin; March 21st, 2023

The Writer,



Nurlaila Endah Susanti



**KEMENTERIAN AGAMA
UNIVERSITAS ISLAM NEGERI ANTASARI
FAKULTAS TARBIYAH DAN KEGURUAN
PRODI TADRIS BAHASA INGGRIS**

Jalan Jenderal Ahmad Yani KM. 4,5 Banjarmasin Telepon (0511) 3253939 Faksimile (0511) 3274492
Web: www.ftk.iain-antasari.ac.id

SURAT BUKTI BEBAS PLAGIASI

Nomor: B-262/Un.14/III.1.f/PP.00.9/03/2023

Ketua Program Studi Tadris Bahasa Inggris menerangkan bahwa mahasiswa dengan identitas berikut:

Nama : Nurlaila Endah Susanti
NIM : 1601241784
Program : S-1
Program Studi : Tadris Bahasa Inggris

Judul Skripsi:

An Analysis of Category Shift on Instagram Captions

Hasil Uji Plagiasi : 22 %

Berdasarkan hasil uji plagiasi dengan menggunakan www.turnitin.com bahwa naskah skripsi ini dinyatakan memenuhi syarat batas maksimal plagiasi 25%.

Demikian surat keterangan ini dibuat untuk dipergunakan sebagaimana mestinya.

Banjarmasin, 21 Maret 2023

Ketua Program Studi

Tadris Bahasa Inggris



APPROVAL

Title : An Analysis of Category Shift on Instagram Captions
Name : Nurlaila Endah Susanti
SRN : 1601241784
Faculty : Tarbiyah and Teacher Training
Program : Undergraduate Study (S-1)
Department : English Education Department
Academic Year : 2022/2023
Place/Date of Birth : Kandangan, July 30th, 1998
Address : Jl. Pantai Ulin No. 81 Desa Pantai Ulin, Kec. Simpur, Kab. Hulu Sungai Selatan, Kalimantan Selatan

After being checked and revised, the thesis has been approved to be examined in front of the board of Examiners of Faculty of Tarbiyah and Teacher Training UIN Antasari Banjarmasin.

Banjarmasin, March 3rd, 2023

Advisor
Content and Research Methods



Hj. Nurlaila Kadariyah, S.Ag., M.Pd.
NIP. 197011181996032001

Advisor
Language and Writing Technique



Afifah Linda Sari, S.S., M.Pd.
NIP. 198711102015032004

Acknowledged by
Head of English Education Department
Faculty of Tarbiyah and Teacher Training
UIN Antasari Banjarmasin



VALIDATION

Title : An Analysis of Category Shift on Instagram Captions

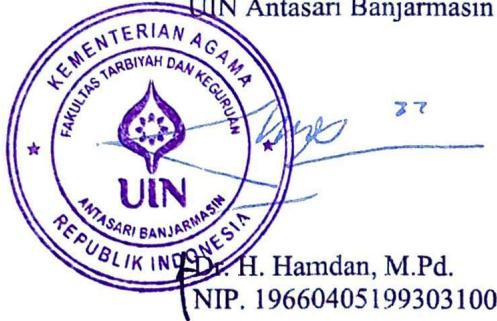
Name Nurlaila Endah Susanti SRN 1601241784 has been examined by the board of thesis examiners of Faculty of Tarbiyah and Teaching Training UIN Antasari Banjarmasin.

Day : Friday

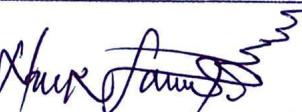
Date : March 31st, 2023

Score : 82 (A)

Dean Faculty of Tarbiyah and Teaching Training
UIN Antasari Banjarmasin



THE BOARD OF EXMAINERS

Name	Signature
1. Hj. Nurlaila Kadariyah, S.Ag., M.Pd. (Chairperson)	
2. Fajrianor, S.Pd., M.Pd. (Member)	
3. Nor Izzatil Hasanah, M.Pd. (Member)	

ABSTRACT

Susanti, Nurlaila Endah. 2023. An Analysis of Category Shift on Instagram Captions. Thesis. English Education Department, Faculty of Tarbiyah and Teacher Training, Antasari State Islamic University. Advisors: (1) Hj. Nurlaila Kadariyah, S.Ag., M.Pd., (2) Afifah Linda Sari, S.S., M.Pd.

Keyword: Category Shift, Instagram, Captions

Translation is a crucial aspect of effective communication between individuals or groups who speak different languages. Each language has its unique set of codes and rules that regulate its grammar, form, and meaning. Without translation, it would be challenging to convey the intended message accurately. Therefore, translation is an essential part of communication between people who use different language.

In producing a good translation, one of the challenges that translators may encounter is the difference in word structure and position between the source and target languages. These differences can make it difficult to convey the meaning of a sentence accurately. Translators may employ various techniques such as category shifts to minimize the loss of meaning when translating a text from one language to another.

The focus of this study is to analyze the category shifts found in the translation of Instagram captions by motivasi.co. The objectives of the study are to recognize kinds of category shift found in the instagram caption and to investigate how category shift employed in the Instagram caption. The study utilizes descriptive qualitative research to explain the occurrence of category shifts in the translation of Instagram captions. The data were collected through documentation and analyzed using Catford's theory (1965) of category shift. The findings of the analysis reveal that there are four types of category shifts present in the translation of Instagram captions, namely structure shift, class shift, unit shift, and intra-system shift. After analyzing the data, a category shift was implemented in the translation. Although the resulting translation may be somewhat rigid, it remains easily understandable and conforms to Catford's (1965) theory of translation shift.

ABSTRAK

Susanti, Nurlaila Endah. 2023. *An Analysis of Category Shift on Instagram Captions.* Skripsi. Jurusan Tadris Bahasa Inggris, Fakultas Tarbiyah dan Keguruan, Universitas Islam Negeri Antasari Banjarmasin. Pembimbing: (1) Hj. Nurlaila Kadariyah, S.Ag., M.Pd., (2) Afifah Linda Sari, S.S., M.Pd.

Kata Kunci: Pergeseran Kategori, Instagram, Keterangan

Terjemahan merupakan aspek penting dalam komunikasi yang efektif antara individu atau kelompok yang berbicara dengan bahasa yang berbeda. Setiap bahasa memiliki aturan dan kode yang unik yang mengatur tata bahasa, bentuk, dan maknanya. Tanpa terjemahan, akan sulit untuk menyampaikan pesan yang dimaksud dengan akurat. Oleh karena itu, terjemahan merupakan bagian penting dalam komunikasi antara orang yang menggunakan bahasa yang berbeda.

Dalam menghasilkan terjemahan yang baik, salah satu tantangan yang mungkin dihadapi oleh penerjemah adalah perbedaan struktur dan posisi kata antara bahasa sumber dan bahasa target. Perbedaan tersebut dapat mempersulit penerjemah untuk menyampaikan makna kalimat dengan akurat. Penerjemah dapat menggunakan berbagai teknik seperti pergeseran kategori untuk meminimalkan kehilangan makna saat menerjemahkan teks dari satu bahasa ke bahasa lain.

Fokus dari penelitian ini adalah menganalisis pergeseran kategori yang ditemukan dalam terjemahan keterangan Instagram oleh @motivasi.co. Tujuan dari penelitian ini adalah untuk menemukan jenis pergeseran kategori yang ditemukan dalam keterangan Instagram dan untuk meneliti bagaimana pergeseran kategori diterapkan dalam keterangan Instagram. Penelitian ini menggunakan penelitian deskriptif kualitatif untuk menjelaskan kejadian pergeseran kategori dalam terjemahan keterangan Instagram. Data dikumpulkan melalui dokumentasi dan dianalisis menggunakan teori Catford (1965) tentang pergeseran kategori. Hasil analisis menunjukkan bahwa terdapat empat jenis pergeseran kategori dalam terjemahan keterangan Instagram, yaitu pergeseran struktur, pergeseran kelas, pergeseran unit, dan pergeseran intra-sistem. Setelah menganalisis data, pergeseran kategori telah diterapkan dalam terjemahan. Meskipun terjemahan yang dihasilkan mungkin agak kaku, tetapi tetap mudah dipahami dan sesuai dengan teori pergeseran terjemahan oleh Catford (1965).

MOTTO

“Always be yourself no matter what they say and never be anyone else even if they look better than you.”

DEDICATION

I dedicate this thesis for:

1. My beloved parents, Mr. Rumansi Nor and Mrs. Ratna Paridah who always give me endless love, supports in mentally, spiritually, and materially during the time of study and the process of making this thesis.
2. My lovely little sister, Herlina Rahmawati, my sister has been always blessed for the laughs and happiness. She such life amusements for me.
3. My uncle and aunty who are willing to give me a place to stay during the process of me completing this thesis.
4. All of my families thank you for your help. May Allah grant us the things we hope for.
5. All of my friends who helped and supported me in all my happiness, sadness, and confusion during my lectures up to compiling my thesis.

ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

الْحَمْدُ لِلَّهِ رَبِّ الْعَالَمِينَ، الصَّلَاةُ وَالسُّلَامُ عَلَى أَشْرَفِ الْلِّاتِيْبَاءِ وَالْمُزَّلِّقِينَ سَيِّدِنَا وَمَوْلَانَا مُحَمَّدٌ،

وَعَلَى اللَّهِ وَصَاحِبِيهِ أَجْمَعِينَ، أَمَّا بَعْدُ

Praise to Allah the Almighty who has been giving me guidance till the writer finished this thesis entitled “An Analysis of Category Shift on Instagram Captions”. Peace and salutation always be upon Prophet Muhammad P.B.U.H and his friends who struggle for Allah.

The writer like to express appreciation and gratitude to:

1. Dr. H. Hamdan, M.Pd., as the Dean of Faculty of Tarbiyah and Teacher Training of Antasari State Islamic University and all his staff for their help in the Administrative matters.
2. Afifah Linda Sari, S.S., M.Pd., as the Head of English Education Department for the assistance and motivation.
3. My academic advisor, Afifah Linda Sari, S.S., M.Pd., for the guidance and encouragement.
4. My thesis advisor, Hj. Nurlaila Kadariyah, S.Ag., M.Pd., as the advisor of content and research methods for the advice, helps suggestion and correction.
5. Afifah Linda Sari, S.S., M.Pd., as the advisor of language and writing techniques for the advice, helps suggestion and correction.
6. All lecturers and assistants in Faculty of Tarbiyah and Teacher Training for the priceless knowledge.

Finally, the writer hopes that this research will be useful for the next researchers. The writer admits that this research paper is not perfect yet. Therefore, suggestion will be expected to make it better.

Banjarmasin, Sha'ban 28th 1444 A.H
March 21st 2023 A.D



Writer

LIST OF CONTENTS

TITLE PAGE	i
STATEMENT OF AUTHENTICITY.....	ii
PLAGIARISM FREE LETTER.....	iii
APPROVAL	iv
VALIDATION.....	v
ABSTRACT	vi
ABSTRAK.....	vii
MOTTO	viii
DEDICATION.....	ix
ACKNOWLEDGMENT	x
LIST OF CONTENTS	xi
LIST OF TABLES	xiii
LIST OF FIGURES	xiv
LIST OF APPENDICES	xv
CHAPTER I INTRODUCTION.....	1
A. Background of Study	1
B. Definition of Key Terms	6
C. Research Questions.....	6
D. Objectives of Study.....	7
E. Significance of Study	7
CHAPTER II THEORITICAL REVIEW.....	8
A. Definition of Translation.....	8
B. Translation Shift.....	9
C. Previous Study	22
CHAPTER III RESEARCH METHOD	24
A. Research Design.....	24
B. Participant	25
C. Data	25
D. Technique of Data Collection	26
E. Data Analysis	27
CHAPTER IV FINDINGS AND DISCUSSION	29
A. Findings.....	29
B. Discussion	45

CHAPTER V CLOSURE.....	48
A. Conclusion	48
B. Suggestions	48
REFERENCES.....	50
APPENDICES	53
CURRICULUM VITAE.....	58

LIST OF TABLES

Table 4.1 Identification Kind of Category Shift	29
---	----

LIST OF FIGURES

Figure 4.1 Data 1.....	31
Figure 4.2 Data 2.....	32
Figure 4.3 Data 3.....	33
Figure 4.4 Data 4.....	34
Figure 4.5 Data 5.....	35
Figure 4.6 Data 6.....	36
Figure 4.7 Data 7.....	37
Figure 4.8 Data 8.....	38
Figure 4.9 Data 9.....	39
Figure 4.10 Data 10.....	40
Figure 4.11 Data 11	41
Figure 4.12 Data 12.....	42
Figure 4.13 Data 13.....	43
Figure 4.14 Data 14.....	44
Figure 4.15 Data15.....	45

LIST OF APPENDICES

Appendix 1. Transliteration	53
Appendix 2. Letters	54