

## CHAPTER I

### INTRODUCTION

#### A. Background of Study

Human communication relies heavily on language as a crucial tool. By language people in the world can interact and communicate with others. According to Suhardi (2013), language is characterized as a social community's set of arbitrary sound symbols utilized to communicate, cooperate, and establish identity. In the current era of globalization, it is crucial for individuals to possess the ability to communicate effectively with people from diverse nations, cultures, languages, and religions. Every language has its own distinct form and meaning, with different codes and rules regulating its grammar. Verbal communication, such as using gestures, facial expressions, and body language, can sometimes overcome communication barriers arising from differences in grammatical structure and cultural background. However, it is not always possible to convey and comprehend all utterances through this mode of communication. Hence, translation plays a crucial role in effectively and efficiently solving communication problems between two or more languages.

Based on the Qur'an Surah Ar- Ruum verse 22:

وَمِنْ آيَاتِهِ ۖ خَلَقَ السَّمٰوٰتِ وَالْاَرْضَ وَاخْتَلَفَ الْاَلْسِنَتِكُمْ وَالْوَاوِيْنَ كُمْ ۚ اِنَّ فِيْ  
ذٰلِكَ لَاٰيٰتٍ لِّلْعٰلَمِيْنَ

The verse explains that humans communicate using different languages which can vary based on the region or environment in which they live. This means that translation is necessary for effective communication among individuals who speak distinct languages. Therefore, translation is an essential part of communication between individuals or groups who do not share the same language.

To translate a text from one language to another, the meaning of the original content must be conveyed into the new language. As Catford (1965) explains, translation is the process of replacing textual material from the source language with equivalent textual material in the target language. Translation provides a way for people to communicate in different languages, but it can be difficult. Translation is not simply a matter of substituting words and phrases from one language to another. It also requires accurately conveying the intended message.

Nida in Hatim (2013) identified three stages involved in the translation process. The initial stage is analysis, where the translator scrutinizes the grammatical structure and meanings of words and phrases in the source language text. The second stage is transfer, where the analyzed material is converted from the source language to the target language. The final stage is restructuring, in which the translator ensures that the translated text in the target language text closely resembles the original source language text, with possible revisions made as needed.

The process of translation plays a crucial role in producing a good translation of a text. One of the challenges that translators may face is the difference in the structure and position of words in both the source and target languages, this can create challenges in conveying the precise meaning of a sentence. To address this issue, translators may use shifts in order to reduce the loss of meaning while translating a text from one language to another. According to Akbari (2012), shifts are a commonly used and effective technique in the process of translation. Two kinds of translation shifts are distinguished by Catford (1965): level shifts, which involve changes at the level of grammar and lexis, and category shifts, which involve a range of grammatical changes. Category shifts can be further divided into structure shifts, class shifts, unit shifts, and intra-system shifts.

In translation, a shift in language can lead to changes in grammar, content, or the form of the message being conveyed. As a result, it is important for translators to find equivalent expressions in both the source language and target language to ensure accurate translation. According to Panou (2013), the concept of equivalence is central to translation studies. This means that it is crucial for translators to focus on maintaining equivalence in terms of words, quality, and the meaning between the source language and target language. House in Yarahmadzahi & Moghadam (2017) also emphasized in order to achieve a satisfactory translation, it is necessary for the function of the source language should be equivalent to that of the target language text. Catford (1965) divided meaning equivalence into two

categories: equivalent meaning, which can be further divided into three categories: complete meaning, increased meaning, and decreased meaning. Additionally, there is non-equivalent meaning which can be classified into lost meaning and different meaning.

According to the information given previously, the researcher has a keen interest in examining translation shifts, specifically category shift, as it is a frequent phenomenon in translation. In translation, category shift can happen either because an exact equivalent word is missing in the target language or for aesthetic reasons while transferring the meaning.

This research centers on Instagram, which is a popular social media platform with a vast user base. Instagram offers a range of features that facilitate socialization, such as the ability to share images and short videos. The platform is particularly effective at engaging users through the use of visually appealing content. Many users also include captions with their posts, and some even include quotes written in English with translations in the caption to make them accessible to non-English speakers.

One of the accounts that contains quote content is *@motivasi.co*. This account is personal account. On this account, many upload photos containing quotes in English and then add a caption in the form of a translation in Indonesian of the quote. The researcher chose this account because the uploaded content is very good, namely motivational words that are very good to read. Also By reading these quotes, the reader can learn English. Based on the comment section researcher take a conclusion that not all of the readers can

understand English, there are some of them who do not understand English, so it is difficult for them to understand the whole meaning of what is written in the quote. Therefore, having a translation will help them to understand the content of the quote. Afterwards from the upload, readers can learn English while reading the quote to add new vocabulary.

Of course, translating cannot be done carelessly so that readers can easily understand the meaning of translation. To convey the meaning of the source language with clarity and accuracy, we must look for words that are equivalent. As we know, both languages have different vocabulary and grammar. As in one of her posts, there is a quote “Never regret being a good person” which was then translated into “*Jangan pernah menyesal menjadi orang baik*”. The source language features an adjective phrase, "a good person," structured as article (a) + adjective (good) + noun (person). The target language renders this as "*orang baik*," structured as noun (*orang*) + adjective (*baik*). The difference in word order between the two languages causes a structural shift in the target language. Moreover, in source language, article “a” does not translate. However, in this case, the article is not included because it would sound awkward to say "*seorang orang baik*". Thus, the shift of "a good person" involves both an intra-system shift and a structural shift. Therefore, the researcher found it necessary to do a deep analysis about the other category shift. This account is highly appropriate for researchers who are investigating the types of category shift and their corresponding translations utilized in Instagram captions.

## **B. Definition of Key Term**

### **1. Category Shift**

Category shifts occur when there is a departure from formal correspondence in translation process. Formal correspondence refers to the grammatical categories in the target language that occupy the same position in its system as the corresponding categories in the source language system. Class shifts, unit shifts, structure shifts, and intra-system shifts are some instances of category shifts.

### **2. Instagram**

Instagram is a social media platform that permits users to share photos and videos captured using their smart phones. By adding captions, hash tags, and location tags to their posts, users can make them searchable and discoverable by other users within the app.

### **3. Caption**

According to Cambridge Dictionary, A caption is a brief description, usually written in text, that appears below a photograph or illustration in a book, magazine, or newspaper. The purpose of a caption is to provide context or additional information about the image, such as the names of people depicted in the picture or a brief explanation of the action or dialogue taking place.

## **C. Research Questions**

Based on the background information provided in the previous discussion, the research question for this study is formulated as follows:

1. What kinds of category shift found in the instagram caption?
2. How are the category shift employed in the translation?

#### **D. Objectives Of Study**

The study's objectives are as follows, based on the research question stated above:

1. To recognize the types of category shifts found in Instagram captions.
2. To investigate how the category shifts employed in the translation.

#### **E. Significance of Study**

The aim of this study is to provide a better understanding of translation shifts, namely units, structures, classes, and intra-system shifts. The results of this study are expected to be valuable not only to individuals interested in translation, but will also serve as motivation for future research on the subject.