

**AN ANALYSIS OF UNIT SHIFT IN ENGLISH-BAHASA INDONESIA
SUBTITLE OF THE ANIMATED MOVIE *THE ADVENTURES OF TINTIN: THE
SECRET OF THE UNICORN ORIGINAL DVD***

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ABSTRACT

This study focuses on the unit shifts that occur in the English – Bahasa Indonesia translation of *The Adventures of Tintin: the Secret the Unicorn*. This study is aimed to (1) identify the types of unit shifts occurring in *The Adventures of Tintin: The Secret the Unicorn* (2) identify unit shifts affecting the meaning equivalence in Animated Movie *the Adventures of Tintin: The Secret the Unicorn*.

This research is classified into the descriptive study. The source of the data in this study is the movie entitled *The Adventures of Tintin: The Secret the Unicorn* premiered in 2008 by Sony Columbia Pictures Company. The data sources of this study are the movie and the subtitle text in the movie. The types of shifts used to analyses are unit shifts. The data gathered which are in the form of words, phrases, clauses and sentences of *The Adventures of Tintin: The Secret the Unicorn* the movies and subtitle text are classified based on the unit shifts and meaning equivalence. The first research instrument is the researcher. The researcher acts as the planner, the data collector, the data analysis, and the reporter of the research result. The second research instrument is the data sheets to collect and classify the data.

Based on the data analysis, the two types of unit shifts are found. They are upward and downward unit shifts. The six types of each type are also found. The upward and downward unit shifts occurring affect the meaning equivalence of the TL. However; the writer tries to draw a conclusion that most of the shifts occurring does not affect the meaning from SL to TL.

Keywords: *Unit Shift, The Adventures of Tintin: The Secret the Unicorn.*

INTRODUCTION

A. Background of Research

Language is one of many ways that has a fundamental function as a medium to exchange ideas or information. One of the problems faced in communication is the different languages spoken by people throughout the world. Thus, people need a translation

Translation acts as the bridge of communication that links individuals, communities, and people of different languages. Through translation; the transfer of information, science, technology, and culture becomes possible. Communication itself is the key to build a relationship among people. Thus, it can be concluded that without the existence of translation, people throughout the world cannot communicate well which cause them not being able to bulid a relationship because of the different languages.

Transferring information through audio-visual media is one of the ways to transfer the information. This shows that translation nowadays has been better and more sophisticated. The two techniques of audio-visual translation are subtitling and dubbing. Subtitling is defined as the act of

transferring the SL (source language) into TL (target language) by using texts below the screen. On the other hand, dubbing is defined as the act of transferring the SL (source language) into TL (target language) by matching lip movements to cover the original one so that people will be able to understand through hearing and looking.

TV programs and movies as the media of communication become the sources of pictures displayed on screen with a certain story or information which portrays many aspects of life, such as social, politics, sciences, arts, and cultures. Furthermore, movie has become very popular and caught people's attention in different way as it has been developed to be a highly influential and extremely powerful medium for transferring values, ideas, information. There are many movies that have been translated into Bahasa Indonesia. One of them is the *The Adventure of Tintin: The Secret of the Unicorn*. Tintin is one of the forms of subtitling. Subtitling is the process of giving the written text in the target language based on the spoken text in the source language. In subtitling, translator might face translation shift.

Translation shift usually occurs when a translator transferring the infromation of

the movie from source language into the target language. Translation shift is a condition when a textual equivalent is not formally correspondent with its source. Translation shift occurs as there are differences in both source language and target language. The differences could be related to the meaning and the grammatical patterns.

RESEARCH METHOD

The research is using qualitative approach to analyze and narrate the data. Since almost all of the data and discussion would be shown in the form of dialogues, the descriptive method is needed. The sources of this study are the movie and the subtitling text in the movie. The data are in the form of words, phrases, clauses and sentences of *The Adventures of Tintin: The Secret of the Unicorn*. the movies and the subtitle text. The contexts of this study are the text expressions in the subtitle text. The data gathered which are in the form of words, phrases, clauses and sentences are classified based on the unit shifts and meaning equivalence.

To gain trustworthiness of qualitative research, the researcher applied credibility and dependability.

FINDINGS

Types of Unit Shifts Occuring in the Translation of *The Adventures of Tintin: The Secret of the Unicorn*

There are two different types of unit shift. They are upward and downward unit shifts. Thus, the writer divides this into two.

Upward unit shift

Upward unit shift occurs when there is a change from lower rank into higher rank.

Word into phrase

The writer finds that there are upward unit shifts from word into phrase occur in *The Adventures of Tintin: The Secret of the Unicorn*. The followings are some examples of the upward unit shifts found.

SE: Of course, I've seen you in the English newspapers.

TE: Aku melihatmu di surat kabar. (Datum 001/UW/CM)

Above example happens between Tintin and the merchant. The merchant thought that he had ever seen Tintin in the newspapers. The word "newspapers" was translated into "surat kabar" in the TE. Indeed, it could be translated into "koran" but the translator made it more sophisticated in the TE. The change occurred did not affect the whole meaning of the SE as both SE and

TE had the same meaning. Above example shows the upward unit shift from word into phrase occurs in *The Adventures of Tintin: The Secret of the Unicorn*.

Words into clauses

The writer finds that there are upward unit shifts from word into clauses occur in *The Adventures of Tintin: The Secret of the Unicorn*.

SE: There. I believe I've captured something of your **likeness**.

TE: Selesai. Aku telah melukiskan sesuatu **yang mirip denganmu**. (Datum 004/UW/DiffM)

Above dialogue happens when Tintin was being drawn by an artist. The word "likeness" was translated into the clause "yang mirip denganmu". This shows the upward unit shift from word into clause. The change happened on the TE did not affect the meaning as the translator was trying to give a clearer understanding about the context of the story.

Word into sentence

The writer finds that there is only one upward unit shift from word into sentence occur in *The Adventures of Tintin: The Secret of the Unicorn*.

SE: **Anything?**

TE: **Kau melihat sesuatu?** (Datum 005/UW/CM)

Above dialogue happens between Tintin and the merchant. Tintin was trying to find snowy so that he asked whether the merchant saw anything or not. The word "anything" was translated into a complete sentence consisting subject and predicate "Kau melihat sesuatu?" The translation contains a verb which expresses a thought in the form of a question. On the other hand, the SE contains only a word. It shows that there is a unit shift occurred from word into sentence. This shift did not change the meaning of the source language as the translator was trying to give a clearer understanding to the viewers.

Phrase into clause

The writer finds that there are upward unit shifts from phrase into clause occur in *The Adventures of Tintin: The Secret of the Unicorn*.

SE: All hair oil and **no socks**.

TE: Rambutnya berminyak dan **tak pakai kaos kaki**. (Datum 026/UW/IM)

Above example happens when the merchant was talking to one of the pirates about Tintin. The captain of the pirates wanted to obtain the unicorn belonged to Tintin. The merchant told the captain how Tintin looked like. He was described with the phrase "no socks" which was being translated into the clause "tak pakai kaos

kaki". This way, the translator changed the rank from lower into higher as clause is higher than phrase. This shift did not change the meaning of both SE and TE.

Phrase into sentence

The writer finds that there are upward unit shifts from phrase into sentence occur in *The Adventures of Tintin: The Secret of Unicorn*. The followings are the examples of shift changing from phrase into sentence.

SE: **As fine a ship as ever sailed** the seven seas.

TE: **Kapal terbaik yang pernah berlayar di tujuh lautan luas.** (Datum 011/UW/IM)

The above dialogue happened between Tintin and the merchant. Tintin saw a sailing ship and he asked about it. The merchant then gave description about the ship. Above example shows how the translator changed the phrase "*As fine a ship as ever sailed the seven seas*" into the sentence "*Kapal terbaik yang pernah berlayar di tujuh lautan*". Shifting from phrase into sentence occurred here because the translator wanted to give further explanation to the viewers and to get the natural expression as well. The meaning of both SE and TE did not change here as they both shared the same meaning.

Clause into sentence

The sixth upward unit shift occurs is from clause into sentence. The writer finds that there are upward unit shifts from clause into sentence occur in *The Adventures of Tintin: The Secret of the Unicorn*.

SE: I'm trying to tell you, **that your life is in danger.**

TE: **Hidupmu dalam bahaya.** (Datum 017/DW/DM)

The above dialogue happened when Tintin was a guest to someone's house. The host of the house informed Tintin that his life was in danger. The translator translated the clause "*that your life is in danger*" into the sentence "*Hidupmu dalam bahaya*" without changing the meaning of the SE. However; a decreased meaning happened here as the translator did not translate the sentence "*I'm trying to tell you.*"

Downward Unit Shift

Downward unit shift occurs when there is a change from higher rank to lower rank. It is divided into six different shifts.

Clause into phrase

The first downward unit shift occurs is from clause into phrase. Clause is higher than phrase. The writer finds that there are downward unit shifts from clause into

phrase occur in *The Adventures of Tintin: The Secret of the Unicorn*.

SE: **Gently does it.**

TE: **Pelan-pelan.** (Datum 012/DW/DM)

The first example is taken through the situation when Tintin had purchased the unicorn. The merchant told him to carry it carefully or otherwise it would be broken. The merchant used the clause “*Gently does it*” which was translated into the phrase “*Pelan-pelan.*” a downward unit shift happens here as the SE was in the form of clause and the TE was in the form of phrase. This change affects the meaning equivalence. It gives decreased meaning but it gives a clear meaning on the TE for the viewers.

Clauses into word

The second downward unit shift occurs is from clause into word. The writer finds that there are downward unit shifts from clauses into words occur in *The Adventures of Tintin: The Secret of the Unicorn*.

SE: Well! I am ready downstairs. **Do try keep up.**

TE: Aku sudah di bawah. **Cepatlah.** (Datum 062/DW/IM)

Above dialogue happened when Tintin was talking with one of the agents at Interpol. The underlined text showed how

downward unit shift occur from clause into word. “*Do try keep up*” could be translated into “*Kejarlah aku*” but the translator simplified it into a word. This did not change the meaning of both SE and TE as they had the same meaning.

Phrase into word

The third downward shift occurs is from phrase into word. The writer finds that there are downward unit shift from phrase into word occur in *The Adventures of Tintin: The Secret of the Unicorn*.

SE: **Quite right** Thomson.

TE: **Benar,** Thomson. (Datum 053/DW/DM)

Above dialogue happened when Tintin was talking with one of the agents at Interpol. They were trying to figure out the mystery behind the unicorn. Literally the phrase “*Quite right*” was supposed to be translated into another phrase “*Cukup benar*” but here the translator translated it into the word “*Benar*”. It could be translated into another phrase but the translator preferred to simplify it. This showed how downward unit shift occur from phrase into word. This did not change the meaning of both SE and TE as they had the same meaning.

Sentences into clauses

The fourth downward unit shift occurs is from sentence into clause. The writer finds that there are downward unit shifts from sentences into clauses occur in *The Adventures of Tintin: The Secret of the Unicorn*.

SL: **Does anybody object if I pay by cheque?**

TL: **Boleh bayar dengan cek?** (Datum 024/DW/DM)

Above dialogue happened when Tintin was about to pay for the ship. There was a downward unit shift from sentence into clause occur. Literally, it should be translated “*Apakah ada yang keberatan kalau saya membayar dengan cek?*” but the translator simplified it. This did not change the meaning as both SE and TE had the same meaning.

Sentences into phrases

The fifth downward unit shift occurs is from sentence into phrase. Sentence is the highest language rank and it is higher than phrase. The writer finds that there are downward unit shift from sentences into phrases occur in *The Adventure of Tintin: The Secret of the Unicorn*.

SE: **He said keep searching!**

TE: **Cari terus!** (Datum 077/DW/DM)

Above dialogue happened when Tintin was being chased by the pirates. Tintin was trying to escape from the pirates with Captain Haddock. They both were trying to solve the mystery about the unicorn. There was a downward unit shift from sentence into phrase occurred. Literally, the underlined sentences should be translated “*Dia bilang untuk tetap mencari*” but the translator simplified it. This made the meaning decreased as the translator omit some words in the TE.

Sentences into words

The sixth downward unit shift occurs is from sentence into word. Sentence is the highest language rank and on the other hand, word is the samlles language rank. The writer finds that there are downward unit shifts from sentences into words occur in *The Adventures of Tintin: The Secret of the Unicorn*.

SE: **I'm warning you.** Get rid of the boat and get out while you still can.

TE: **Kuperingatkan,** singkirkan perahu itu dan pergilah selagi kau masih bisa. (Datum 020/DW/CM)

The underlined text was the movement of downward unit shift from sentence into word. Both SE and TE had the same meaning although they were different grammatically and structurally. Indeed, the

sentence “*I’m warning you*” could be translated into “*Saya peringatkan anda.*” but the translator simplified it into a word.

How Unit Shifts Affect the Meaning Equivalence Between English-Bahasa Subtitle of *The Adventures of Tintin: The Secret of the Unicorn*

Degrees of meaning equivalence in translation can be further categorized into: equivalent meaning which consists of (1) complete meaning, (2) increased meaning, and (3) decreased meaning, and non-equivalent meaning which consists of (1) different meaning and (2) no meaning. The two types of degrees of meaning equivalence occur in *The Adventures of Tintin: The Secret of the Unicorn* and its *Bahasa Indonesia* translation. Each category for each type also occurs in the translation.

Equivalent meaning

It is divided into three different parts.

Complete meaning

Complete meaning occurs when the transfer happens from the SE into the TE without adding or omitting the information. In this case, the information of the SE is exactly transferred into the TE, without any changes of meaning.

SE: Isn't she a beauty?

TE: Oh, cantik sekali! (Datum 008/DW/DM)

Above shows how the translator changes the meaning completely. Beauty is mostly used to describe women and the translator re-expresses the meaning in a simple target language. When *beauty* (*Noun*) is translated into bahasa, it will be *kecantikan* but the translator translates it into *cantik sekali* (*Adjective*). Although the part of speech is changed, the meaning has not changed at all.

Increased meaning

The second type of equivalent meaning is increased meaning. Increased meaning occurs when the translator adds to the TE text some information content which is not found in the SE text.

SE: And it's only two quid.

TE: Dan harganya hanya 2 poundsterling. (Datum 009/DW/DiffM)

Here, the translator adds “*harganya*” in the target language which there is no word “*price*” in the source language. By adding the context, the translator hopes that the viewers will understand what is being talked about. This does not change the whole meaning but gives further understanding to what is being talked about.

Decreased meaning

The third type of equivalent meaning is decreased meaning. Decreased meaning occurs when the translator omits some information which is found in the SE text so the information content of the TE decreases.

SE: You won't find **another one** of these, mate.

TE: Kau takkan menemukan yang **seperti ini**. (Datum 010/UW/DM)

The above text shows how the translator does not give the meaning of "another one" into the target expression. Literally, it should be translated into "satu yang lainnya". Indeed, the translator does not change the whole meaning. It is still understandable for the viewers.

Non-equivalent meaning

Non-equivalent meaning is the meaning of the translation which does not convey the meaning of the original writing. The target expression does not contain a term that corresponds in meaning, either partially or inexactly, to the source expression. Non-equivalence meaning occurs when one or more of the vocabularies used are narrower in scope than the other vocabularies. It is divided into two different parts. They are as follows.

No meaning

The first type of non-equivalent meaning is no meaning. No meaning occurs

when translators eliminate all of the information found in the source expression so that the target expression loses all of the information content of the source language text. The followings are the examples.

SL: I want this on the **starboard side**.

TL: Taruh ini di **sebelah kanan!** (Datum 074/DW/DiffM)

As stated on the above example, it does not give the real meaning. Literally when the underline text is translated, it will be "di sisi kanan kapal" but the translator omit some of the information. This affects the whole meaning of the text. However; the translator did this to get the natural expression of the TE.

Different meaning

Different meaning occurs when translators change the information contained in the source expression by using words that have different meaning in the target expression.

SE: **Anything?**

TE: **Kau melihat sesuatu?** (Datum 005/UW/CM)

In the case above, the translator translated 'anything' into 'kau melihat sesuatu' and the correct translation is 'sesuatu'. The translator makes some different translation from the real meaning

to make the readers not confused about the story that was retold by the translator.

CONCLUSION

Having analysed the data from *The Adventures of Tintin : The Secret of the Unicorn*, some conclusions can be drawn as follows.

There are two different types of unit shift; upward and downward unit shift. These two types are divided into six different categories. Each category for each type occurs in the English–*Bahasa Indonesia* translation of *The Adventures of Tintin : The Secret of the Unicorn*.

The effect of unit shift in English–*Bahasa Indonesia* translation may change the degree of meaning equivalence in the TE. The equivalence degrees involve equivalent and non-equivalent meaning. Complete, increased and decreased meanings belong to equivalent meaning. No meaning and different meaning belong to non-equivalent meaning. This shows that the translation

maintains the message of the SE. The occurring shifts in the translation can make the product of translation more accurate, natural, and communicative. By shifts, the translation uses natural forms of the TE and the messages of the SE can be conveyed as equivalence as possibly. Unit shifts found in the English – *Bahasa Indonesia* translation of *The Adventures of Tintin: The Secret of the Unicorn* affected the meaning equivalence of the texts.

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