

# UNIT SHIFT IN ENGLISH-BAHASA INDONESIA KRATON WEDDING'S WEBSITE TEXTS

## UNIT SHIFT PADA BILINGUAL TEKS KRATON WEDDING WEBSITE

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### Abstract

This research aims to observe and to investigate the phenomena of unit shifts that exist in Kraton Wedding Website's English-Bahasa Indonesia texts. This research employed a descriptive qualitative method. The findings of this research show that two types of unit shift, namely upward unit shift and downward unit shift, occurred in the text. Downward unit shifts occur in the highest frequency; there are 66 cases out of 86 cases. The lowest is upward unit shift; 20 cases out of 86 cases. The occurrences of meaning equivalence from the unit shifts that occur in *Kraton Wedding Website* are mainly equivalent. The complete meaning becomes the most frequent meaning equivalence, followed by the different meaning and increased meaning. From the research findings, it can be concluded that by doing shifts the messages of the SL can be conveyed as equivalence in TL.

**Keywords:** Unit shift, meaning equivalence, kraton wedding, website

### Abstrak

*Penelitian ini bertujuan untuk mengamati dan menyelidiki fenomena unit shift yang terjadi dalam teks Bahasa Inggris - Bahasa Indonesia pada situs Kraton Wedding. Penelitian ini menggunakan metode deskriptif kualitatif. Hasil penelitian menunjukkan bahwa dua jenis unit shift (upward dan downward unit shift) muncul dalam teks. Downward unit shift memiliki frekuensi kemunculan tertinggi; terdapat 66 data dari 86 data. Frekuensi kemunculan terendah merupakan upward unit shift; terdapat 20 kasus dari keseluruhan data. Kesetaraan makna dari unit shift pada situs Kraton Wedding sebagian besar merupakan sepadan/setara. Complete meaning menjadi kesetaraan makna yang paling sering ditemui, diikuti oleh different meaning dan increased meaning. Dari hasil penelitian terkait, dapat disimpulkan bahwa dengan melakukan shifts pesan dari teks sumber dapat disampaikan dengan setara pada teks target.*

**Kata kunci:** Unit shift, kesetaraan makna, pernikahan kraton, website

## INTRODUCTIONS

Basically, translation is not merely an activity replacing the source language into the target language but in fact it should be viewed as an act of communication. As time a change, the development of the era of globalization creates people to know the numerous foreign languages and cultural in the world, and one of which that often to deal with is English. However, this often becomes an

obstacle for some people to communicate with each other. Overcoming this obstacle requires a bridge to help connect two different languages which is translation.

Translation relates to languages and culture. Language and culture are both aspects that should be considered for translation. They are two sides of the same coin; both of these sides cannot be separated, because language is a reflection of the culture and identity of the

speaker. Hence, translation is considered as a serious process that has to do with culture.

There are many problems and difficulties that appear during the translation process. Those problems may be correlated to linguistic or non-linguistic factors. Those problems arise because every language has different characteristics and its own grammatical system. In fact, both English and Bahasa Indonesia have grammatical differences. The differences of the grammatical system between two languages can create a problem in translating especially in bilingual translation as English into Bahasa Indonesia or vice versa.

Another problem is that translators have to transfer the same equivalent from source language to target language. It is not easy for the translator to convey the same equivalent as the source language, because every language has different structures and culture.

These differences in the grammatical system of both languages cause the phenomena of shift in translation. According to Catford (1965:73), shift is departure from formal correspondence in the process of going from the source language to the target language. There are two major types of shifts in translation, which are level shifts and

It can be used as a reference for translation students who want to conduct the research in unit shift.

category shifts. The shift analyzed in this research is unit shift. Unit shift is one of the category shifts.

The reason why the researcher chooses *Kraton wedding website* is because *kraton*, as a symbol and the center of government in Yogyakarta, always attracts the public's attention. The wedding of every princess must be a grand folk feast in Yogyakarta. Despite attracting much attention, the marriage of every the princess is always closed to the public. In order to eliminate the curiosity of many people, the palace creates a special website to discuss the latest marriage of one of the princesses. The website called *kraton wedding website*. The website discusses customs and traditions that used in the wedding and provides two languages in English and Bahasa Indonesia.

Becoming international website, *Kraton Wedding Website* is expected to be well transferred. In the website *Kraton Wedding* and its Bahasa Indonesia version, there are lots of shifts that occur in the translation process. This research is only focused on the analysis of unit shifts in website *Kraton Wedding*.

This research is aimed to be useful for those who are interested in a translation field.

## **RESEARCH METHOD**

### **Types of Research**

This research employed a descriptive qualitative method. According to Zikmund (1994: 14), by using descriptive analysis, the raw data was transformed into a form that will make them easy to understand and interpret. In general, describing responses was the first stage of analysis, involving calculation of averages, frequency distributions and percentages.

### **Time and Place of the Research**

The research is written from February to July 2018 in Jogjakarta.

### **Subject of the Research**

The subjects of the reserach were English text of Kraton Wedding's website and its translation version in Bahasa Indonesia.

### **Data, Instruments, and Data Collection Techniques**

The data of this research are in the form of phrases, clauses, or sentences that have been written in the form of table. The researcher takes place as the main instrument in the research for her role as being the collector, describer and explainer of the data. The second instrument of the research is the data sheet developed to record and classifies the data. To convince the accurate procedure of data analysis, the researcher employs correlated material references to keep her works well oriented. The data were collected by observing

thoroughly unit shift in the source text and also its translation in Bahasa Indonesia.

### **Data Analysis**

In doing analysis, the original language text was compared with its Bahasa Indonesia translation text to find the occurrences of unit shifts, and then classified according the types of unit shift. The data interpreted to answer the study question, explained the findings descriptively, and write the report of the study and conclusion.

## **FINDINGS AND DISCUSSION**

### **1. Types of Unit Shifts Categorization**

The findings of the study showed in the form of table.

**Table 1: The Occurrence of Unit Shifts**

No.	Unit Shift Category	Frequency	Percentage
1.	Upward Unit Shift	20	23.25%
2.	Downward Unit Shift	66	76.75%
	<b>Total</b>	<b>86</b>	<b>100%</b>

This research finds that the two categories of unit shift opposed by Catford (1965:79) occur in the translation of *Kraton Wedding Website* texts. From the table above, it can be seen that downward unit shift occurs in the highest frequency; there are 66 cases out of 86 cases or 76.75%. The lowest frequency of the occurrence of unit shift is upward unit shift, that is, 20 cases out of 86 cases or about 23.25%.

## 1. Types of unit shifts occurring in the English- Bahasa Indonesia Kraton Wedding Website Texts

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

### a. Upward Unit Shift

**Table 2: The Occurrence of Upward Unit Shifts**

No.	Upward Unit Shift	Occurrence	Percentage
1.	Word into Phrase	18	90.00%
2.	Word into Clause	2	10.00%
	<b>Total</b>	<b>20</b>	<b>100%</b>

The analysis of the table above can be elaborated as follows:

The findings of upward unit shift above are highlighted that the most frequent changes in language level in terms of that kind of phenomena happens on the Word into Phrase category. Its occurrences in the analysis table are 18 times and it has the highest percentage of 90.00% from the whole upward unit shift categories. The lowest number in the frequency and percentage is Word into Clause. It appears twice, and its percentage shows the number of 10.00% of all. Upward unit shift is divided into six different shifts, but the researcher only found two categories in the text.

#### A. Word into Phrase

1) SL: The ritual aims to offer prayers to God to forgive the ancestors' sins and to allow them into **heaven**.

TL: Nyekar bertujuan untuk mendoakan sang leluhur tersebut agar diampuni segala dosa-dosanya dan diberi **tempat terbaik di sisi Tuhan**. Datum, (06/UW/IM)

The word "heaven" is translated into "tempat terbaik di sisi Tuhan". It can be seen that "heaven" in the language unit is classified as word and it changed to be noun phrase in Bahasa Indonesia version. There are any other options like "surga"; however, it does not change the meaning because "tempat terbaik di sisi Tuhan" is still acceptable to be considered as an exact translation result.

#### b. Word into Clause

1) SL: The person who would provide the training for the future son/daughter-in-law in the past was the *Pepatih Dalem* (the Kraton's Prime Minister) but, as that position has been abolished, **it** will be a Kraton elderly appointed by the Sultan.

TL: Selain perbedaan mengenai waktu, dahulu yang memberikan latihan bagi calon mantu adalah Pepatih Dalem, namun saat ini setelah posisi Pepatih Dalem ditiadakan, **yang melatih saat prosesi Nyantri tersebut** diganti oleh seseorang Kraton yang ditunjuk oleh Sultan. Datum, (30/UW/IM)

The bold word above portrays the movement of upward unit shift from word

into clause. In addition, clause has higher level than word. The SL and the TL have the same meaning although it is translated into different rank. The word “it” translated into “yang melatih saat prosesi Nyantri tersebut” The translation result describes increase meaning within language unit shift.

### b. Downward Unit Shift

**Table 3: The Occurrence of Downward Unit Shifts**

No.	Downward Unit Shift	Occurrence	Percentage
1.	Phrase into Word	65	98.48%
2.	Clause into Word	1	1.52%
	<b>Total</b>	<b>66</b>	<b>100%</b>

The analysis of the table above can be elaborated as follows:

The highest position occurs in downward unit shift is Phrase into Word which has 64 cases (96.96%). In the other hand, the lowest in downward unit shift are Clause into Word. The occurrence of each category is two times and the percentage is 3.04%. Downward unit shift occurs when there is a change from higher rank to lowerrank. It is divided into six different shifts, but the researcher only found two categories in the text. It will be discussed as follows.

#### a. Phrase into Word

1) SL: The things to **be paid attention** to during the ritual of Nyekar are the order of visit to give and the outfits to wear.

TL: Hal-hal yang harus **diperhatikan** dalam Nyekar adalah urutan kunjungan dan pakaian yang dikenakan. Datum, (08/DW/CM)

In the sentence above shows us the change from higher rank into lower rank, the phrase “*be paid attention*” in this case is equivalent with the word of “*diperhatikan*” in Bahasa Indonesia. It delivers a complete meaning equivalence and is translated in literal technique without changing any structural element.

#### b. Clause into Word

1)SL: Getting married is seen as entering a new phase of life, so that through Siramanit **is expected** that the bride and the groom will be purified either physically or spiritually.

TL: Menikah dianggap sebagai babak baru dalam kehidupan manusia, sehingga dengan Siraman **diharapkan** dapat menjadikan seseorang bersih secara jasmani maupun batin. Datum, (62/DW/CM)

The example above shows us the changes from higher rank into lower rank. The dependent clause “*it is expected*” has changed into word “*diharapkan*” in the target language. However, changing the unit of the source text in the target text, in

this case, does not change the meaning of the text.

## 1. Degrees of Meaning Equivalence

**Table 4: The Occurrence of Meaning Equivalence**

Meaning Equivalence	Frequency	Percentage
Equivalent	80	93.02%
Non-Equivalent	6	6.98%
<b>Total</b>	<b>86</b>	<b>100%</b>
<b>Equivalence</b>		
Complete Meaning	76	88.38%
Increased Meaning	4	4.65%
Decreased Meaning	0	0.00%
<b>Non-Equivalence</b>		
Different Meaning	6	6.97%
No Meaning	0	0.00%
<b>Total</b>	<b>86</b>	<b>100%</b>

Based on the table above, from 86 data found, the occurrence of degrees meaning equivalence from the unit shifts that occurring in *Kraton Wedding Website* is mainly equivalent. In detail, the complete meaning becomes the most frequent meaning equivalence and employs 76 cases (88.38%), followed by the different meaning which is employed 6 cases (6.97%), increased meaning which is employed 4 cases (4.65%), decreased

meaning and no meaning employ 0 cases (0.00%).

### a. Equivalent

It is divided into three different parts. It will be discussed as follows:

#### a) Complete Meaning

Complete meaning means the information of the source language is exactly transferred in the target language.

1) SL: The ritual aims to **offer prayers** to God to forgive the ancestors' sins and to allow them into heaven.

TL: Nyekar bertujuan untuk **mendoakan** sang leluhur tersebut agar diampuni segala dosa-dosanya dan diberi tempat terbaik di sisi Tuhan. Datum, (04/DW/CM)

From the example above, the translator does not change the meaning of phrase "*offer prayers*" although the form is change in target language. The translator changed the phrase "*offer prayers*" into "*mendoakan*" instead of "*menawarkan doa-doa*" to make it more acceptable in target language.

#### b) Increased meaning

It occurs when there is adding information in the target language in which the information is not found in the source language.

1) SL: The ritual aims to offer prayers to God to forgive the ancestors' sins and to allow them into **heaven**.

TL: Nyekar bertujuan untuk mendoakan sang leluhur tersebut agar diampuni segala dosa-dosanya dan diberi **tempat terbaik di sisi Tuhan**. Datum, (06/UW/IM)

In the example above the translator adds more explanation about the word “*heaven*” in target language. By this addition, however, the expression is still natural and easy to be understood in the target language.

### b. Non-Equivalent

#### a) Different Meaning

Different meaning means the all of the information in the source language is translated into the target language in a different way. It takes place when the translator changes totally the information contained in the Source Language by using words that have different meaning for the Target Language. The examples of this category are presented below:

1)SL: Getting married is seen as entering a new phase of life, so that through Siraman it is expected that **the bride and the groom** will be purified either physically or spiritually.

TL: Menikah dianggap sebagai babak baru dalam kehidupan manusia, sehingga dengan Siraman diharapkan dapat menjadikan **seseorang** bersih secara jasmani maupun batin. Datum, (63/DW/DM)

Based on the data above, it is categorized into Different Meaning

Equivalence. It could be seen in the translation of “*the bride and the groom*” in the source text which is translated into “*seseorang*” in the target text. The translation should be “*Calon mempelai wanita dan calon mempelai pria*”, but the translator translates it into something that is not fully accurate. The meaning of two words; “*seseorang*” and “*Calon mempelai wanita dan calon mempelai pria*”, is different

## CONCLUSION AND SUGGESTIONS

### Conclusion

The first conclusion is related to the types of unit shift in *Kraton Wedding Website*. There are two different types of unit shift; upward and downward unit shift. Two categories for each type occur in the English - Bahasa Indonesia *Kraton Wedding Website*. Downward unit shifts occur in the highest frequency; there are 66 cases out of 86 cases or 76.75%. The lowest frequency of the occurrence of unit shift is upward unit shift, that is, 20 cases out of 86 cases or about 23.25%. The second conclusion is related to the degree of meaning equivalence in the SL. Based on 86 data found, the result of meaning equivalence from the unit shift that occur in *Kraton Wedding Website* are mostly equivalent. 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 TL and the messages of the SL can be conveyed as equivalence as possibly.

### **Suggestion**

To other researchers, it is expected for other researchers to dig deeper about the shifts being study in this research. They can use other shifts in analyzing this research as there are other shifts developed by Catford. In addition, it is suggested to the students of English literature majoring translation to concern unit shifts and the degree of meaning equivalence as the reference to study. Moreover, the students also could make a research which deals with the translation of other literary works since it is frequently found.

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