

ABSTRACT

Rif'ah, Nurul Ziyadatul. 15.05.111.00094. An Analysis of Translation Shift of Noun Phrases in Garuda Indonesia Colours' Magazines. Thesis. English Study Program, faculty of Social and Cultural Sciences. University of Trunojoyo Madura. Advisor: Dr. Sriyono, S.S., M. Pd.

This study is concerned shift of noun phrases in Garuda Indonesia Colours Magazines. Beside shift of noun phrases, in this study also concerned kind of equivalence meaning in that magazines. This study aims to explain translation shift occur in Garuda Indonesia Colours Magazines October edition, also its translation equivalence meaning.

This study is conducted by using descriptive qualitative research since the data are in the form of text. The data of this study are the words, phrase, clause, and sentence that found in Garuda Indonesia Colours Magazines that contain shift of noun phrases.

In the findings, the writer found amount of 33 data which taken from Garuda Indonesia Colours Magazines October 2018 edition. Shift of noun phrases influence equivalence which take a look from meaning of noun phrase itself. The writer found 1 data belongs to Level Shift, 19 data belongs Structure Shift, 2 data belongs to Class Shift, 9 data belongs to Unit Shift, and 2 data belongs to Intra System Shift. According to its translation equivalence, the writer found amount of 15 data belongs to Formal Equivalence and 18 data belongs to Dynamic Equivalence.

Keywords: Translation Shift, Noun Phrases, Equivalence Meaning, Garuda Indonesia Magazine.