

CHAPTER I

INTRODUCTION

This chapter presents the explanation of some parts on introduction. They are background of the study, statements of the research problems, objective of the study, the significance of the study and scope and limitation of the study.

1.1 Background of the Study.

Nowadays, language is used by people to communicate each other. When people do communication, sometimes someone not only use one language but also use two, three or even four languages. The function of a language is to make context of language will be known easily. Language is one important thing which is used by human in their life. Language also can change the meaning of the sentence based on the context of that sentence itself. To know the context or meaning of the sentence, we also need to know how the translation process. In the process of translating language, many problems will be found. One of them is problem of shifting. If we can finish of problems, it will make understand how the meaning of two languages.

Translation does not only change or transfer words, but also deep understanding about message behind the words is important. It means that the readers need to focus on the meaning from related languages. The meaning does not change at random from source language (SL) to target language (TL). The meaning from those languages should be equivalence context.

In this research, the writer will choose topic about translation shift. In some cases of translation, the differences of the meaning between two languages

came out from the context of language itself. Equivalence is an aspect that influences the text. It can be related to the meaning or grammar from the text itself. Equivalence of languages is difficult to find if the language has different cultural backgrounds. Thus, the translator must have capability to overcome the problems by follows the roles of structure.

Related to the shift in translation, equivalence is an important thing because of that aspect influence to the shift of languages. Chesterman (1989:99) notes that “equivalence is obviously a central concept in translation theory”. The main problem for translator in shifting language is finding the equivalence between source language and target language. Besides, in translating the meaning from one language (SL) to another (TL) the translator also faces the structural problem. It means that related to arrangement of phrases, clauses and sentences which may be changed. The structures of two languages are different such as sentence can be translated to another form.

A topic that related to the phrases will be found in the text. Kinds of phrase are adjective phrase, verb phrase, noun phrase, prepositional phrase and adverbial phrase. In this research, the researcher focuses on noun phrases and something which is interest to be discussed.

“A phrase is a group of words that does not contain a subject and a verb. Noun phrase can be used as a subject or an object. Noun clause is used in the same ways as noun phrase, although noun clause is different from noun phrase, (Azar, Betty S.1999:239).

The simple example of shift of noun phrase:

Source Language	Target Language
"Alhasil kota ini menjadi tempat peristirahatan yang populer di tengah panas gurun yang tinggi."	"...so it is a popular place of retreat in the soaring desert heat ." (GIC/Okt:18)

The example above, we know there is structure shift of grammar and meaning because of differences position between source language and target language. The shifting of sentence above: "**panas gurun**" (Modifier + Head), it contain of Noun + Noun with the target language "**desert heat** " (Head + Modifier), it contain of Noun + Noun. From the source language to the target language used grammatical concept.

Translation shift can be found in various bilingual or multilingual texts such as journals, newspaper, magazine, comic, and etc. The different style of languages to inform contains, it easy to look for the shift. One of the media in Indonesia country as an object for this study is Magazine. Social media usually gives information for the readers. For this research will use Garuda Indonesia Colours. This magazine is bilingual because of there are English and Indonesian language. The magazine update every month. The information of this magazine is interesting and not boring. The content of magazine not about full text, but it also contains many topics such as fashion, travel, social, politic, recommended holiday places, prominent or famous people and etc.

An analysis of translation shift of noun phrase which occurs in that magazine as the topic for this research. The information from this study is kind of shift occur in that magazine and the equivalence of form which influence . That

topic will be discussed in this research. Hopefully, the reader has more knowledge about translation shift and something related to that aspect.

1.2 Statement of The Research Problems

Based on the background of the study above, this study is undertaken to answer the following question are :

1. What are kind shift of noun phrase that occurs in Garuda Indonesia Colours Magazine ?
2. How does shift of noun phrase influence the equivalence of form in Garuda Indonesia Colours Magazine?

1.3 Objectives of The Study

Based on the problem above, this study has two aims, they are :

1. To find out kind shift of noun phrase that occurs in Garuda Indonesia Colours Magazine are.
2. To explain shift of noun phrase that influence the equivalence of form in Garuda Indonesia Colours Magazine does.

1.4 Significance of the Study

The significance of this study can be divided into two perspectives. Theoretically, the researcher expects this study as reference for other researchers with the same theory. Practically, this study useful for the readers to give deep understanding the information and knowledge about the translation shift,

especially shift of noun phrase. The problem founded at one magazine of Indonesia country namely Garuda Indonesia Magazine. Information gained from full text of magazine in specific month and year to make the reader focuses and understand about translation shift of noun phrase which relates meaning or grammar equivalence. Hopefully, other researchers will careful rather than before. The result of that is to make the sentences between Source Language (SL) to Target Language (TL) more equivalence.

1.5 Scope and Limitation of the Study

This study has scope in sentences which contains translation shift aspects and the equivalence meaning. Those sentences can be found from full-text of magazine October 2018 edition. Limitation from this study more focus on noun phrase of shift that occurs based on the theory.