# Evaluating the Category Shift Indonesian-English Translation Strategies in Fortunate Coffee's Posts on Instagram

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**Abstract.**Translation is purposely used to connect people to one another. Translation strategies are needed in the process of Indonesian – English translation as it helps the Source Language (SL) to be delivered correctly to the Target Language (TL), whether it is semantic strategy or structural strategy. In the effort for achieving this goal, translation category shifts are unavoidable in the process of delivering the meaning. Based on Catford (1965), there are 4 types of category shift, which are structure shift, class shift, unit/rank shift, and intra-system shift.Instagram is the most useable social media used by the business vendors, as it is easy for them to post picture with editable bilingual caption. This research was conducted to evaluate the translation strategies and category shifts used by one of the business vendors in Yogyakarta, Fortunate Coffee. The data were collected from Fortunate Coffee's bilingual caption posts on Instagram and were analyzed using the theories of translation strategies by Suryaminata and Hariyanto (2003) and category shifts by Catford (1965). It is expected that the result of this research will clearly reveal which kind of translation strategies is mostly applied in the translation process and show the proof for each category shifting process in translation.

**Keywords:** category shift, translation strategy, Instagram

*Abstrak. Tujuan dari sebuah terjemahaan adalah saling menyatukan manusia. Alasan strategi terjemahan, baik itu strategi semantic ataupun strategi struktural, dibutuhkan dalam proses penerjemahan Bahasa Indonesia ke dalam Bahasa Inggris yaitu terbantunya proses penyampaian Sumber Bahasa (SB) ke dalam Target Bahasa (TB) dengan tepat. Demi tercapainya proses penyampaian makna dalam terjemahan, pergeseran kategori terjemahan tidak bisa dihindari. Berdasarkan pada teori Catford (1965), terdapat 4 jenis pergeseran kategori terjemahan, yaitu pergeseran struktur, pergeseran kelas, pergeseran satuan tingkat, dan pergeseran antar system bahasa. Instagram merupakan perangkat media sosial yang paling diminati oleh para pelaku bisnis dikarenakan kemudahan bagi mereka untuk membagikan gambar dengan tulisan bilingual. Penelitian ini dilakukan untuk mengevaluasi strategi dan pergeseran kategori terjemahan yang digunakan oleh salah satu pelaku bisnis di Yogyakarta, Fortunate Coffee. Data yang digunakan merupakan tulisan bilingual yang dibagikan Fortunate Coffee dalam Instagram dan dianalisis menggunakan teori strategi terjemahan oleh Suryaminata dan Hariyanto (2003) dan pergeseran kategor iolehCatford (1965). Hasil dari penelitian ini diharapkan akan mengungkapkan secara jelas jenis strategi dan pergeseran kategori yang digunakan dalam proses terjemahan tersebut.*

*Kata kunci: pergeseran kategori, strategi penerjemahan, Instagram*

## INTRODUCTION

Language plays a highly important role in people's communication. Mostly, people will learn more than one international language so that they are considered as smart and have a high potential in getting better job than others without mastery of international language. In this case, English is one of the most used languages by the business vendors in Indonesia to attract more tourists to become their customers.

In this modern century, there are many kinds of social media that help those business vendors attract new customers as the fact that technology is used by a lot of people as their daily consumption. One of the most usable social media is Instagram, published around 2010 and widely spread all over the world. As cited in (Ganesha, 2017), the Instagram's monthly users in Indonesia are up to 45million and considered as one of the most active Instagram users in Asia. There are many business vendors that use Instagram to post pictures with bilingual languages for its captions.

This research discussed an official business vendor, a vegan restaurant in Yogyakarta, account in Instagram which is known as Fortunate Coffee with the InstagramID's @fortunatecoffeejogja. The account has nearly 1900 followers and more than 260 posts. This account is chosen because this is one of the business vendors that use Indonesian-English translation in its posts which are manually translated by the user of the Instagram Fortunate Coffee which some grammatical class shifts are found in the Indonesian – English translation of the captions. The researcher will analyze the translation shifts from the Source Language (SL) into the Target Language (TL) in the Fortunate Coffee's ten posts on Instagram.

A sample is presented here from data number 2.

| 2/Source Language/ | 2/Target Language/ |
|---|---|
| Omong – omong, tahunbarubukanberartimenjadipribadi yang berbeda | Anyway, new year doesn't mean #fortunatecoffeejogja will change to a diffrent cafe |

It is known that the Source Language loses the meaning of *pribadi* as it is not mentioned in the Target Language and added the word *#fortunatecoffeejogja*and *cafe* in Target Language but it is clearly not shown in the Source Language as one of the words in it. From the case above, the researcher can analyze that the translator was using omission and additional strategies which semantic strategies. On the other hand, if the example is analyzed deeply further, there is also a unit shift of the word *omong-omong*in the Source Language which is two words in Indonesian into *anyway* in the Target Language which is only one word in English.

Based on that fact, this paper aims to analyze the English translation of the posts in Fortunate Coffee's Instagram. The researcher is motivated to analyze the level shifts and category shifts of the translation to find out which shifts are mostly occurred and the translation strategy whether it applies structural or semantic strategy to help the reader in understanding the Target Language.

**PROBLEM FORMULATION**

According to the background of this study, there are two research questions formulated in order to get the main goal.

1. What shifts occur in the translation of Fortunate Coffee's posts on Instagram?
2. What translation strategies are applied in Fortunate Coffee's post on Instagram?

**RELATED STUDIES**

In order to get a better understanding for the discussion, the researcher provides two reviews of the related studies. The first study is an undergraduate thesis of Kantiastuti(2014) from State University of Yogyakarta, entitled "An Analysis of Category Shifts in the English – Bahasa Indonesia *Breaking Dawn* Movie Texts". She explains briefly about the types of category shifts which are included structure shift, class shift, unit shift, and intra-system shift. She discusses certain proofs of the movie text which have some translation shifts occur in it and categorizes it based on its shifts type. She finds out three reasons why the category shifts occurred in the movie text are because the grammatical systems of the Source Language and Target Language are different, to achieve the efficiency because this is subtitling process limited by the time and the space of screen, and also to clarify the meaning in order that the message is easily understood by the audience.

The second study is a journal written by Banhegyi (2012) from Karoli Gaspar University in Hungary, entitled "Translation Shifts and Translation Strategies in the Hungarian Translation of Alice Munro's *Boys and Girls*". He writes some definitions or terms of translation shifts and translation strategies by some theorists such as Catford, Nida, and Klaudy. He analyzes some of the sentences or phrases that have some shifts including level shifts and category shifts, and also explains how certain translation strategies are used in the sentences and how it helps the Source Language meaning to be transferred correctly to the Target Language

**METHOD**

This chapter presents the methodology used by the researcher in order to answer the two problems formulated. There are four parts discussed in this chapter, namely approach, areas of research, data collection, and data analysis.

**1. Areas of Research**

This research takes the translation of the bilingual caption in Fortunate Coffee's posts on Instagram which translated by the owner of the business vendor. It evaluates the translation from Indonesian language into English using Source Text Aalysis based on Williams and Chesterman's theories book (2002).

> *Source text analysis* focuses on the analysis of the source text itself, examining the various aspects of it that might give rise to translation problems. This has an obvious relevance in translator training. (Williams & Chesterman, 2002)

The researcher aims to find out the proofs of the use translation category shifts and translation strategies in the translation process.

## 2. Object of the Study

This research was to analyze the translation category shifts and its strategies of human translation on Instagram. Therefore, the focus was on both of the text of SL (Indonesian) and TL (English). The data collected as the object were bilingual captions, which consisted of words, phrases, and sentences taken from an official account of @fortunatecoffeejogjga bilingual captions on Instagram.

## 3. Research Procedure

### a. Types of Data

The objective data collected in this research were taken from SL and TL. Both of the SL and TL were bilingual captions in @fortunatecoffeejogja.

### b. Data Collection

Based on the Creswell's theory, the data collection strategy that is used in this research is the convenience case. Convenience case is a way of collecting data which saves time, money, and effort, but at the expense of information and credibility (Creswell, 2007). The researcher took several steps in order to get the sufficient data. The steps of collecting the data were asked for permission to take the data for this research, searched some posts of Fortunate Coffee's on Instagram that contain bilingual caption with Indonesian-English translation, then screenshot those posts and saved it, and lastly chose some of those screenshots that were good and ideal to be analyzed for this research that might contain shifts or translation strategies, or even both.

### c. Population and Sample

The collected data were taken from October 2017 until October 2018.

### d. Data Analysis

To analyze and categorize the shifts of the translation for the problem formulation number one, Catford's theory in translation category shifts will be used for this research, as it will provide the definitions and types of the category shifts. There will also be tables of the analysis of the Indonesian-English translation based on the caption of the selected posts to give it clear view of the category shifts of the Source Language to the Target Language. The table are included the categorization of structure shift, class shift, unit shift, and intra-system shift. Based on those tables, it also can be used to analyze which strategy that is used for the Fortunate Coffee's translation process, whether it uses structural strategy or semantic strategy.

**FINDINGS ANDDISCUSSION**

## A. Findings

In this part, the researcher gives several findings or the proofs of each of the category shifts and translation strategies that occur in the bilingual caption of Fortunate Coffee's posts on Instagram.

**Table 1.** Data Analysis of the Sentences or Phrases

| No | Category Shifts | Source Language | Target Language |
|----|-----------------|-----------------|-----------------|
| 1 | Structure Shift | Bagaimanadengan menu "Green Rice" kami untukmewarnai*harimu*? | Why don't you taste our menu "Green Rice" to color *your day*? |
| 2 | Class Shift | Semoga*BAHAGIA*! | A *FORTUNE* day! |
| 3 | Unit Shift | Halo, *teman – teman*! | Hello, *friends*! |
| 4 | Intra-system Shift | Kami jugamenyediakanberbagaimacam*buku* | There are lots of *books* in our cafe |

## B. Discussion

In this part, the researcher discusses the analysis of the table above with some terms from several translation theorists.

**Category Shifts**

From the table above, there are clearly four types of examples of the category shifts occurred in the Source Language to the Target Language. Based on Catford's definition, by 'shifts' means departure from formal correspondence in the process of going from the Source Language to the Target Language. (Catford. 1965: 73). The explanation of the table above is discussed in the below paragraph.

The structure shift is a shift of grammatical structure which is from *harimu* into *your day*, so there is a changing in the structure from O-P into P-O.

Source Language: *harimu*= Object-Possessive Adjective

Target Language: *your day* = Possessive Adjective-Object

The class shift is a shift of the grammatical class which shows in the word *BAHAGIA* as adjective into *FORTUNE* as noun.

Source Language: *BAHAGIA* =Adjective

Target Language: *FORTUNE* = Noun

The unit shift is shift of rank scale (lower scale to highersclae or vice versa) which is from *teman – teman* into *friends*.

Source Language: *teman-teman* = two words in Indonesian

Target Language: *friends* = one word in English

The last one, intra-system shift is a changing context in the Source Language to the Target Language (singular-plural) which shows in the Source Language as *buku* which is singular noun in Indonesian into *books* in the Target Language which is plural noun in English.

Source Language: *buku* = singular noun

Target Language: *books* = plural noun

**Translation Strategy**

On the other hand, the translation strategies are also applied in almost all of those sentences or phrases. Loescher (in *Translation performance, translation process and translation strategies*, 1991) defined defines translation strategy as "a potentially conscious procedure for solving a problem faced in translating a text, or any segment of it."

The translation strategy that is used in the translation process of the example above is semantic strategies. Semantics strategies are included borrowing (word from Source Language is used in the Target Language), cultural equivalent (Source Language cultural word is translated with the Target Language cultural word), descriptive equivalent, synonym (using Target Language word that have more or less the same meaning with the Source Language word), official translation (formalization), loss and gain (using a reduction and expansion from Source Language to Target Language or vice versa), additional (adding an extra information to the Target Language readers so the translation will be more understandable), omission (deleting a word), and modulation (changing of point of view).

Both Addition and omission are two of the most used semantic translation strategies by the translator based on the table. The explanation is discussed in the below paragraph.

Source Language: Bagaimana dengan menu "Green Rice" kami untuk mewarnai harimu?

Target Language: Why don't you <u>taste</u> our menu "Green Rice" to color your day?

Based on the first example above, there is an addition of *taste* in Target Language which in Indonesian means *merasakan* or *mencicipi* but it is clearly not shown in the Source Language as one of its words. This example uses addition strategy.Source Language: <u>Semoga</u> BAHAGIA!

Target Language: A FORTUNE <u>day</u>!

Based on the second example above, it is known that the Source Language loses the meaning of *semoga* as it is not mentioned or omitted in the Target Language.There is also an addition in the word *day* in Target Language but it is clearly not shown in the Source Language as one of the words in it. This example uses both omission and addition strategies.

Source Language: Halo, teman – teman!

Target Language: Hello, friends!

The third example above shows that there is no translation strategy occurred in the translation process. The Source language is transferred to the Target Language without any changes needed in order to get the meaning delivered to the target reader.

Source Language: Kami jugamenyediakanberbagaimacambuku

Target Language: There are lots of books <u>in our cafe</u>

The last example shows the Source Language loses the meaning of *kami* and *menyediakan* as those are not mentioned or omitted in the Target Language. Addition strategy is also found in the Target Language in the phrases of *there are*and*in our café* as those are clearly not shown in the Source Language as one of the words in it. This example uses both omission and addition strategies.

**CONCLUSION**

Based on the analysis and discussion above, the researcher can conclude that there are lots of category shifts that occur in the translation process of the Fortunate Coffee's caption on Instagram. All of the types of category shifts are proven to be usable in the translation process of the bilingual caption of Fortunate Coffee's posts on Instagram. Those category shifts includestructure shift, class shift, unit shift, and intra-system shift. Each category shift helps the translator to transfer the Source Language meaning to the Target Language and it makes the translation easier to be understood by the target reader. It creates efficiency for the translator in translating the Source Language, as it will make the caption shorter to be read by the target reader.

The translator applied both of the translation strategies, but tends to apply the semantic strategies, as it is easier to be used in the translation process. Based on the discussion, it is known that mostly omission occurs in the Source Language, meanwhile addition occurs in the Target Language.

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