CHAPTER I

INTRODUCTION

1.1 Background of the Analysis.

Language as a means of communication has been used by human for thousands years. The role of language is very important in human being to help them in conveying thoughts, ideas, and even to do transactions, commerce and international cooperation. One thing that cannot be denied is the diversity of languages. This diversity can be a barrier to international communications. This barrier is definitely a problem needing solution that can be transfer the language. It is translation.

Munday (2001 : 4) states that the term translation itself has several meanings: it can refer to the general subject field, the product (the text has been translated) or the process (the act of producing the translation), otherwise known as translating. Scholars have many opinions about the translation meaning. However it is, they have the same purposes, transfer one language to another language.

“Translation functions as a means to transfer equivalent message from one language to another, so that the communication of human keeps going on, especially in international communication. Translation plays great role in human life. It engages people around the world since it enables people with different languages to understand one text, such as history of pyramid, governmental system of one’s country, Einstein’s theory, etc. (http://en. Wikipedia. Org/wiki/translation/ Accessed on December, 1st 2010; 07:00 PM).
Nida (1964) in Venuti (2000 : 126) says that there can be no absolute correspondence between languages since no two languages are identical. Hence, it can be concluded that due to no two identical languages, shifts may occur in translation.

Catford (1965) in Venuti (2000 : 141) states that shifts mean the departures from formal correspondence in the process of going from SL to TL. Catford says that there are two major types of shifts occur. They are level shifts and category shifts.

Level shifts is a shifts from grammar to lexis. It means that a grammatical unit in English, such as noun, affix, etc, has a lexical unit in Bahasa Indonesia as its translation equivalent (Machali, 1998 : 14). For example, John has stopped crying and its translation John sudah berhenti menangis. The form “has” as a unit in English grammar is translated into Bahasa Indonesia by the lexis “sudah”.

Category shift is about unbounded and rank-unbounded translation. In unbounded translation equivalences are not tied to a particular rank and may additionally find equivalences at sentence clause and other levels, while in rank-unbounded translation an equivalent is sought in the target language (TL) for each word or for each morpheme encountered in the source language (SL).

This thesis focuses on category shifts. These category shifts have four kinds, namely structure shifts, class shifts, unit shifts, and intra-system shifts. However, in order to avoid the excessive discussion of category shifts, the shift becoming the main focus in this thesis is unit shifts. Unit-shift is simply defined as changes of rank. It is about departures from formal correspondence wherein the translation equivalent of a unit at one rank in the source language (SL) is a unit at a dissimilar rank in the target language.
(TL). For instance, an adjective in the source language (SL) is translated into a clause in the target language (TL).

The source of data in this thesis is the subtitles of *Harry Potter and The Order Of Phoenix* movie, which taken from DVD. The source language (SL) of the movie subtitles is English and the target language (TL) is *Bahasa Indonesia*. The unit shift which occur in the movie will be analyzed in this thesis.

An example of unit shifts is:

<table>
<thead>
<tr>
<th>SL (English)</th>
<th>TL (Bahasa Indonesia)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Understanding minds</td>
<td>Pemikiran yang memahami</td>
</tr>
</tbody>
</table>

From the example above, it is clearly seen that there is a change of rank in unit shifts, namely the adjective “understanding” turning into a clause “yang memahami”.

In doing this thesis, the data which is chosen is the subtitle of movie. “Subtitles are textual versions of the dialog in films and television programs, usually displayed at the bottom of the screen. They can either be a form of written rendering of the dialog in the same language, with or without added information to help viewers who are deaf and hard-of-hearing to follow the dialog, or people who cannot understand the spoken dialogue or who have accent recognition problems. Television teletext subtitles, which are hidden unless requested by the viewer from a menu or by selecting the relevant teletext, always carry additional sound representations for deaf and hard of hearing.
viewers. Teletext subtitle language follows the original audio, except in multi-lingual countries where the broadcaster may provide subtitles in additional languages on other teletext pages. (http://en. Wikipedia. Org/wikisubtitle/ Accessed on December, 1st 2010; 10.00 PM).

The unit shift is chosen as the main topic of this thesis because in the translation, many shifts are found. Sometimes in translating the text from different language is very difficult and every language has its own rules. So that to translate the language we use shifts to get the equivalence meaning in order to make the reader understand the product of the translation.

1.2 Scope of the Analysis

In order to avoid excessively large discussion, the analysis of this thesis is focused on unit shifts. The data that are going to analyze is the subtitles of Harry Potter and The Order of Phoenix movie in a DVD by all of scenes.

1.3 Problem of the Analysis

From the background, the problem of the analysis in this thesis is how the unit shifts occur in Harry Potter and The Order of Phoenix movie subtitles.

1.4 Objective of the Analysis

Based on the problem of the analysis above, the objective of the analysis in this thesis is to analyze the unit shifts in the Harry Potter and The Order of Phoenix movie subtitles.
1.5 Significances of the Analysis

This thesis is intended to be helpful theoretically and practically. Theoretically, this thesis is expected to enlarge the knowledge of translation to the readers or the students of English department. This thesis may also be a reference for those who are interested in learning translation studies.

Practically, this thesis is expected to be helpful for people especially by a student who wants to be a translator or currently works as a translator, to learn how the way to understand the process of translation when the readers watch movie.

1.6 Method of The Analysis

The analysis in this thesis uses library research. Some related references, such books and DVD, are used to support the theory. The data are obtained from DVD containing the subtitles of Harry potter and The Order of Phoenix Movie, by all of scenes. The length of the movie is about 2 hours 18 minutes; the movie has 34 scenes, each of scenes is about 5 to 6 minutes in length.

This analysis deals with descriptive qualitative method. It refers to a research explaining the analysis or a hypothesis of a research. The formula dealing with calculating data is only used to support the analysis the data. The formula is not intended to be the main focus on the research.

The data is gathered by transcript the subtitles of Harry Potter and The Order of Phoenix movie. Which is the source language (SL) is English and the Target Language (TL) is Bahasa Indonesia. Then, the process will be analyzed to figure out the unit shifts occurred in the subtitles.
1.7 Review of Related Literature

This thesis is referred to some books and thesis related to translation and shifts in order to support this analysis:

Juliana (2009) in *Translation of Colleen Mc Cullough’s “The Thorn Birds” into “Burung-Burung Semak Berduri” by Lanny Murtihardjana*. The analysis discussed about the morphemic shift. The result of the analysis found out that morphemic shift occurred from morpheme to word and morpheme to phrase. From morpheme to word occurred in morpheme dis-, un-, in-, im-, re-, -ly, less-, -ing, -er, -est, -s, -ful, -s, -hood, -ed, -ness, in-...-able, in-...-ible, un-...-able, un-...-ed, dis-...-ed, un-...-ing, re-...-ed and the morphemic shift from morpheme to phrase occurred in morphemic dis-, un-, mis-, -est, -er, -ful, in-...-able, in-...-ible, un-...-ed, dis-...-ed.

Anesthesia (2009) in *Unit shifts in the interpreting of reverend’s English sermon into Bahasa Indonesia*. The thesis discusses about the changes rank in unit shifts found in the interpreting of reverend’s sermon and the most dominant change rank of unit-shifts which occurred in the interpreting of reverend’s sermon. The unit shifts that found out in this thesis are shifts from morpheme to word, shifts from word to phrase, shifts from phrase to sentence and shifts from one category to another category (pronoun to adjective, word to adjective and preposition to verb).