The title of this paper is "Analisis Pergeseran Terjemahan dalam Brosur Bahasa Mandarin-Indonesia". This research contains about translation shift using Catford and Simatupang theory to analyze the problem of this research. The purpose is to explain translation between languages are essential so messages which will be conveyed from the writer can be delivered well to the reader. However, in the process of translation, translator sometimes do not use words or phrases in accordance with the originally translation. That’s often what we call by translation shift. Because sometimes in the culture of target language (TL) does not match with the source language (SL). So, the translator usually adjusts the translation with the culture in the target language.

The shifts found in this brochure research are level and category shift consisting of structure shifts, class shift, unit shifts, and intra system shift. Semantic shift is generic to specific meaning or vice versa and meaning shift caused by different viewpoint of culture.

Keywords: Translation shift, Brochure