

CHAPTER I

INTRODUCTION

1.1 Background of the Study

As a social network, “Instagram” is one of the popular applications used in Apple iOS, Android phones and Windows phones. It enables the users to share photos and videos with the followers, even give “like”, add captions, tag friends, edit filters, make comments, explore the other users, send private messages and so many more. Anyone 13 and older can sign up an account as a user by registering the email address and selecting the username. The users also can make it private and only small group of people knows their posts. These complete features in one application and the ease of use make “Instagram” become the most favorite application of smartphone users.

“Instagram” was created by Kevin Systrom and Mike Krieger in November 2010. By the time, they add more features and tools to make the users feel comfortable and use it effectively. Then, to flourish “Instagram”, they make a contest to post some photos or videos by adding hashtags. If the photo or video is chosen, “Instagram” will repost it in their official account @instagram. This action might boost the winner’s followers so that everybody will acknowledge their skills in taking pictures or making videos. Thus, in order to make the users understand what the other users of “Instagram” intend to say in their caption, “Instagram” adds a new feature that is give translation. The translation itself can render every caption in every language into English. This caption translation then will be analyzed in this research.

There are so many reasons why the writer chooses captions in “Instagram” as the source of data. Some of them are not only because this social network is very popular, but also very interesting. So many users all over the world with different languages use this application and write captions to describe their photos or videos. Besides, there are so many grammatical forms that can be found in the caption. One of them is phrase.

Based on Azar and Haggen (2009), "A phrase is a group of related words that do not contain a subject and verb". In other words, a phrase is a group of words which consists of two or more words but it cannot stand alone because it lacks of subject and verb. A phrase can act as noun, adjective, preposition, or adverb. This research is about the phrase that acts like a noun in the sentence, called as noun phrase. A noun phrase is used when single noun is not specific enough to explain the noun. It is because a phrase in a sentence has an important function, that is to complement the information contained in a sentence.

Due to its components, a noun phrase is composed of a head and a modifier in which the former is always a noun, while the later may be noun, adjective, participle, preposition phrase, and adjective clause. A noun phrase also has the function based on its position in the sentence. It may be as a subject, object, modifier, or complement.

In English, the structure of noun phrase is a modifier (M) first followed by a head (H). However in Indonesian, a head (H) is always followed by its modifiers (M). When translating noun phrase from English language to Indonesian language, of course there will be a shift on the structure. This shift of structure in

translation is called as “Translation Shift”. John C. Catford (1965:80) defines translation shift simply as the departure from the formal correspondence in the process of going from the Source language into Target Language. It means that languages have different phonetic and syntactical patterns so that in translating a unit of expression will be realized through different structures of another language. This shift is unavoidable. For example, the English nomina group “a tennis court” (34/SS/UN3) with the sequence MH (modifier + head) is translated to *lapangan tenis* in Indonesian, with translation shift reversing the nominal sequence to become HM (head + modifier). In short, translation shifts are those that occur as a consequence of translation constraints.

Based on Catford theory, there are two major types of shifts occur: level shift and category shift. Level shift means a SL item at one linguistic level has a TL translation equivalent at a different level. This shift commonly occurs with shift from grammar to lexis and vice versa. However, category shift means change from the formal correspondence in translation. Furthermore, category shift is divided into structure shift, class shift, unit shift, and intra shift. Here are the examples of each shift:

1. Level shift: It occurs when the level of source text is translated differently in the target text.

ST: When the weather is gloomy, go indoors to find **some color**.

TT: Ketika cuaca suram, pergi ke dalam ruangan untuk menemukan **warna**. (110/LS/INS5)

2. Structure shift: This shift happens when the syntactical structure of target text and source text are different.

ST: But seeing **this prehistoric dinosaur hangout spot** in person was worth it.

TT: Tapi melihat **tempat nongkrong dinosaurus prasejarah ini** secara pribadi layak. (69/SS/UN7)

3. Unit shift: When a character of source text is translated into more than one characters on target text, or vice versa, it is called as unit shift.

ST: Find **people doing something surprising**, like a bride in a wedding dress going for a swim.

TT: Menemukan **orang-orang melakukan sesuatu yang mengejutkan**, seperti pengantin wanita dalam gaun pengantin pergi untuk berenang. (8/US/UN1)

4. Class shift: The class of noun phrase constituents in source text may be translated into different class in the target text.

ST: Here's **your chance to** remix and reimagine.

TT: Inilah kesempatan **Anda untuk remix dan mengonsep** (80/CS/INS1)

5. Intra-system shift: In translating source text into target text, some changes within the terms itself is considered as intra shift.

ST: "Plus, **polka dots**."

TT: "Ditambah, **titik polka**." (125/IS/INS6)

6. None shift: sometimes the translation of ST into TT is equal without changing any structure and meaning.

ST: **Photo by [@murph.dood](#)**

TT: **Foto oleh [@murph.dood](#)** (25/NS/UN2)

Datum 110 is considered as level shift because the level of source text and the target text are different. The phrase in the source text, *some color*, is a noun phrase with the head *color* and *some* as the modifier. However, the translation of this noun phrase is changed into another level, that is a noun word *warna*. Then in datum 69, the noun phrase *this prehistoric dinosaur hangout spot* is translated into *tempat nongkrong dinosaurus prasejarah ini*, which is backward in structure. This shift is called as structure shift. Next, datum 8 has a noun phrase *people doing something surprising* with the head *people* which consists of only one character. However this word is translated into two characters that is *orang-orang*. This change is called as unit shift. For the example of class shift in datum 80, the shift happens as the possessive adjective *your* is translated into noun *Anda*. Adjective and noun are different class, thus their shift is called as class shift. While for intra-system shift, it occurs because of the change within the translated text itself. Datum 125 has the change in quantity, as the source text *polka dots* is translated into *titik polka*. The word *dots* in ST noun phrase means plural but the target text *titik* means singular. Thus, this change is considered as intra-system shift. The last, no shift, means that nothing is changed during the translation process. Datum 25 above shows that the noun phrase *Photo by @murph.dood* is translated into *Foto oleh @murph.dood*. Both source text and target text are equal in translation.

They have the same level, structure, unit, class, even the characters are also the same. Because nothing is changed, this kind of translation is considered as no shift translation.

Technique is a procedure to complete a task. Some skills and methods are needed to carry out the particular task in systematic way. In translation, according to Molina and Albir (2002:509) translation technique is procedures to analyse and classify how translation equivalence works. There are 18 translation technique proposed by Molina and Albir: adaptation, amplification, borrowing, calque, compensation, description, discursive creation, established equivalent, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition, and variation. These techniques are also used in translating noun phrases in Instagram caption, that will be discussed thoroughly in this research.

Accuracy is the quality or state of being correct or precise. It has some degree to which the result of a measurement, calculation, or specification conforms to the correct value or a standard. Thus, accuracy has a meaning as the closeness of a measured value to a standard or known value. Accuracy depends on how the data is collected, and is usually judged by comparing several measurements from the same or different sources.

Then, to value the translation quality, three criterions are needed to be tested. Those are accuracy, acceptability, and readability. This research will only focus on accuracy, which means to judge whether the Source Text is transferred accurately into Target Text in translating the noun phrase. In Nababan et al theory,

there are three categories in translation based on its accuracy. Those are accurate, less accurate, and inaccurate. Each of the categories has its own measures that will be dug deeper in this research.

1.2 Reason of Choosing the Topic

Noun phrase is often being used in composing a sentence. However, many people are still confused on how to translate noun phrases from source text into target text. Besides, noun phrase translation that needs different structure depending on two languages in the process might lead ambiguity and mistranslation. Because of the reasons above, the researcher wants to choose translation shift, translation technique, and translation accuracy of noun phrase from source text to target text as the topic. In addition, the researcher also wants to master the topic and get detailed information about English noun phrase, translation shift, translation technique, and translation accuracy.

1.3 Statement of the Problem

From the background above, there are three main interesting problems to be discussed in this study. The questions are as follows:

1. What are the translation shifts that occur on noun phrase in Instagram caption translation?
2. What are the techniques of translation applied in translating noun phrase from source text to the target text?
3. How is the translation accuracy of noun phrase in target text from the source text?

1.4 Objectivity of the Study

Based on the problems stated above, this research aims to answer those three questions as below:

1. To find out the translation shifts that occur on noun phrase in Instagram caption translation.
2. To reveal the translation techniques applied in translating noun phrase from source text to the target text.
3. To assess the translation accuracy of noun phrase in target text from the source text.

1.5 Scope of the Study

Based on the title of this research, it is necessary to limit the scope of the problem to get detailed information. The topic chosen is about phrase. A phrase may be noun phrase, prepositional phrase, adjective phrase, adverb phrase, verb phrase, infinitive phrase, gerund phrase, participle phrase, and absolute phrase. However this research will focus on noun phrase. The noun phrase itself will be analyzed to find the translation shift from source text to target text. Then the translation technique will also be analyzed together with the accuracy of the translation.

1.6 Significance of the Study

In a caption, noun phrase is an important component in arranging a sentence. It is often used when a single word noun is not enough to explain a noun in specific. Besides, translation shift that might occur in translating the caption also become the aim of this research. The accuracy of the translation also will be

judged in this research. Therefore, the aim of this research is to make the readers have good understanding on noun phrase, translation shift, translation technique, and translation accuracy. For English learners, this research may improve the knowledge about the topic. This research is also hoped to make the other researchers doing the same research on different point of view.