

**AN ANALYSIS OF CATEGORY SHIFTS IN QUALITY
MANAGEMENT SYSTEM REQUIREMENTS ISO
9001:2008**

THESIS



**By:
Lenna Purba
141210072**

**ENGLISH DEPARTMENT
FACULTY OF SOCIAL SCIENCES AND HUMANITIES
PUTERA BATAM UNIVERSITY
YEAR 2018**

**AN ANALYSIS OF CATEGORY SHIFTS IN QUALITY
MANAGEMENT SYSTEM REQUIREMENTS ISO
9001:2008**

THESIS

**Submitted in Partial Fulfillment of the Requirements for the Degree
of Sarjana Sastra**



**By:
Lenna Purba
141210072**

**ENGLISH DEPARTMENT
FACULTY OF SOCIAL SCIENCE AND HUMANITIES
PUTERA BATAM UNIVERSITY
YEAR 2018**

SURAT PERNYATAAN ORISINALITAS

Yang bertanda tangan di bawah ini saya:

Nama : Lenna purba
NPM/NIP : 141210072
Fakultas : Ilmu Social Dan Humaniora
Program Studi : Sastra Inggris

Menyatakan bahwa “**Skripsi**” yang saya buat dengan judul:

AN ANALYSIS OF CATEGORY SHIFTS IN QUALITY MANAGEMENT SYSTEM- REQUIREMENTS ISO 9001:2008

Adalah hasil karya sendiri dan bukan “duplikasi” dari karya orang lain. Sepengetahuan saya, didalam naskah Skripsi ini tidak terdapat karya ilmiah atau pendapat yang pernah ditulis atau diterbitkan oleh orang lain, kecuali yang secara tertulis dikutip di dalam naskah ini dan disebutkan dalam sumber kutipan dan daftar pustaka.

Apabila ternyata di dalam naskah Skripsi ini dapat dibuktikan terdapat unsur-unsur PLAGIASI, saya bersedia naskah Skripsi ini digugurkan dan gelar akademik yang saya peroleh dibatalkan, serta diproses sesuai dengan peraturan perundang-undangan yang berlaku.

Demikian pernyataan ini saya buat dengan sebenarnya tanpa ada paksaan dari siapapun.

Batam, August 10th 2018
Yang membuat pernyataan,

Materai Rp6.000,00

Lenna Purba
141210072

DECLARATION OF THE THESIS ORIGINALITY

I, Lenna Purba, NPM No.141210072

Hereby declare that the thesis entitled:

**AN ANALYSIS OF CATEGORY SHIFTS IN QUALITY MANAGEMENT
SYSTEM REQUIREMENTS ISO 9001:2008**

Is the real work of myself and I realize that thesis has never been published in other media before, partially or entirely, in the name of mine or others.

Batam, August 10th 2018

Lenna Purba

141210072

**AN ANALYSIS OF CATEGORY SHIFTS IN QUALITY
MANAGEMENT SYSTEM REQUIREMENTS ISO
9001:2008**

**By:
Lenna Purba
141210072**

THESIS

**Submitted in Partial Fulfillment of the Requirements for the Degree
of Sarjana Sastra**

The thesis has been approved to be examined on the date as indicated below

Batam, August 2018

**Melly Siska Suryani, S.S, M.Hum
NIDN: 1003088203**

ABSTRAK

Penerjemahan berarti mentransfer bahasa sumber ke bahasa sasaran. Dalam proses penerjemahan, penerjemah selalu berusaha mendapatkan unsur bahasa sasaran yang sepadan dengan bahasa sumbernya agar dapat mengungkapkan pesan yang sama dalam teks sasaran. Karena setiap bahasa mempunyai aturan tersendiri, maka perbedaan aturan ini akan menyebabkan terjadinya pergeseran. Tujuan dari penelitian ini adalah untuk mendeskripsikan pergeseran yang terjadi pada dokumen dua bahasa ISO 9001:2008 dan untuk mengetahui kualitas terjemahan dari dokumen tersebut. Penelitian ini adalah penelitian kualitatif. Dalam proses pengumpulan data peneliti menggunakan metode observasi Sudaryanto(2015). Proses analisis data menggunakan metode translasional Sudaryanto(2015). Untuk penyajian hasil penelitian, peneliti menggunakan metode informal karena hasil penelitian dijelaskan dengan kata-kata. Sumber data dalam penelitian ini diambil dari dokumen dua bahasa sistem manajemen mutu persyaratan ISO 9001: 2008. Hasil penelitian menunjukkan bahwa empat jenis category shift pergeseran terjemahan berdasarkan category : unit shift, structure shift, intra system shift dan class shift di temukan di ISO 9001:2008. Unit shift dari unit yang tinggi ke unit yang lebih rendah terjadi pada perubahan dari frasa ke kata sifat, dari frasa ke kata kerja, dari phrasa ke kata benda. Unit shift dari unit yang rendah ke unit yang ke unit yang lebih tinggi di temukan pada perubahan kata benda ke preposition. Kemudian perubahan terjemahan intra system shift dari tunggal ke jamak. Pergeseran structure shift, dan class shift perubahan kelas kata seperti perubahan kelas kata dari kata benda ke kata sifat. Kualitas terjemahan ISO 9001 dikategorikan kedalam tiga bagian diantaranya: accuracy, readability, dan naturalness. Hasil penelitian ini menunjukkan bahwa ada data yang di kategorikan sebagai accurate translation, less accurate, readable, natural dan tidak natural.

Kata kunci: ISO 9001, kualitas terjemahan, terjemahan, pergeseran berdasarkan kategori.

ABSTRACT

In process of translation, the translator always tries to get the equivalent meaning between source language and target language. The purposes of this research are to find category shift that occurred in the ISO 9001: 2008 bilingual documents text and to describe quality translation of this document. This research was a qualitative research. In collecting data, the researcher used observation method and non-participatory technique (Sudaryanto, 2015). In process of data analysis, the researcher used translational identity method. In presenting the results of analysis used informal methods because researcher explains the result with words. The sources data of this research were taken from bilingual document quality management system requirements of ISO 9001: 2008. The results showed that unit shift from high level to lower level such as from phrase to a word adjective, from clause into verb, from phrase to noun. Unit shift from low level to higher level namely: from noun into preposition. Intra system shift was from singular to plural. Related to structure shift from M-H (modifier –head) into H-M (head- modifier). For class shift, there were changes of words class from nouns to adjectives. Besides, translation quality which was found: accurate translation, less accurate, readable, natural and unnatural.

Keywords: category shift, ISO 9001, translation, translation quality.

MOTTO AND DEDICATION

*What ever you do, work it with all your heart, as working for the Lord, not for
human masters.*

(Colossians 3:23)

Start where you are. Use what you have. Do what you can.

(Athur Ashe)

Live as if you were to die tomorrow. Learn as if you were to live forever.

(Mahatma Gandhi)

I dedicated this thesis to:

My beloved; my parents who always loving and supporting me, I'm proud of
being their daughter (*Mama: Pentina Simanungkalit and Bapa: Kharobet purba*
(+)

My lovely brother and his wife (*Barnes joel purba and Imporina sirumapea*)

My beloved sisters (Eri muliani purba, Titi wanri purba, and Naomi purba)

My beloved friends (Fitri wunie idayu, Deasy sartika silalahi, Putri nazmi dwi
Putri, Nurjanati putri, Milihana. Melina , Siska rahayu, Santika turnip, Kesiana
situmorang) Thank you so much for always supporting, helping, and caring me,
love you all!

My beloved special friend who always gives support, help, care, and love me
(Donni Simanjuntak)

All of my friends in UPB 2018

“I love them so much”

ACKNOWLEDGMENT

All praise to the Lord is a merciful and compassionate researcher who has been in completing this thesis entitled “An Analysis of category shift in quality management system requirements ISO 9001 :2008”. The researcher would like to say thanks to my beloved father and mother for the love inspiring and blessing given her endlessly in taking this undergraduate program. The researcher wishes to express her gratitude and appreciation to Mrs, Melly Siska Suryani, S.S, M.Hum_as my supervisor who has contributed her ideas and time in arranging this thesis.

Furthermore, the researcher would like to express here sincere gratitude to all people who involve both directly and indirectly especially to:

1. Dr, Nur Elfi Husda, S.Kom., M.SI., Rector of Putera Batam University
2. Suhardianto, S. Hum., M.Pd., Dean of Faculty of Putera Batam University
3. Afriana, S.S., M.Pd., as head of English Department of Putera Batam
4. All lecturers of English Department, for their knowledge, motivation, and suggestion during my study at Putera Batam University
5. All of the friends who are studying at Putera Batam University which have given spirit and friendship to the researcher.

May The Lord is given mercy, peace, and love for them. Amen.

Batam, 10th August 2018

Lenna purba

141210072

TABLE OF CONTENT

	page
COVERPAGE	
TITLE PAGE	ii
SURAT PERNYATAAN ORISINALITAS	iii
DECLARATION OF THE THESIS ORIGINALITY	v
ABSTRAK	vi
ABSTRACT	vii
MOTTO AND DEDICATION	viii
ACKNOWLEDGMENT	ix
TABLE OF CONTENT	xi
LIST OF FIGURE	1
CHAPTER I INTRODUCTION	1
1.1 Background of the research	1
1.2 Identification of the Problem.....	5
1.3 Limitation of the Problem	5
1.4 Formulation of the Problem	6
1.5 Objectives of the Research	6
1.6 Significance of the Research	6
1.7 Definition of Key Term.....	7
CHAPTER II REVIEW OF THE RELATED LITERATURES AND THEORETICAL FRAMEWORK	8
2.1 Translation.....	8
2.2 Process of Translation	9
2.3 Translation Shift	10
2.3.1 Category Shift	11
2.3.2 Structure Shift	11
2.3.3 Unit Shift	12
2.3.4 Class Shifts.....	13
2.3.5 Intra-system Shifts.....	14
2.4 Translation Quality.....	15
2.4.1 Accuracy.....	16
2.4.2 Readability	17
2.5 Previous Study.....	18
2.6 Theoretical Framework	21
CHAPTER III METHOD OF RESEARCH	23
3.1 Research Design	23
3.2 Object of the Research	24
3.3 Method of Collecting Data	24
3.5 Method of Presenting Result Data	25
CHAPTER IV RESEARCH ANALYSIS AND FINDING	27
4.1 Research Analysis	27

4.1.1 The types of Category Shift in Quality Management System Requirements ISO 9001:2008	27
4.1.2 The Quality of Translation	40
4.2 Research Findings	50
CHAPTER V CONCLUSION AND SUGGESTION	52
5.1 Conclusions	52
5.2 Suggestions.....	54
REFERENCES.....	55
APPENDICES	
Appendix 1 Quisionaire	
Appendix 2 Research Certificate	
Appendix 3 Biography	

LIST OF FIGURE

Figure 2. 1 Theoretical Framework..... 21

CHAPTER I

INTRODUCTION

1.1 Background of the research

Translation can be interpreted as a process of delivering a text message from source language to the target language. It takes an important part as the solution of communication problem to understanding the message of various languages in a text form. Translation can be a bridge between two countries or more that has different language because translation intended to make the reader easier to get information from other which has different languages. According to Nida and Taber (as cited in Herman, Pd, 2014) stated that translation consists of reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style. Therefore, translation is proses transfer meaning from source language (SL) to target language (TL).

In the process of translation, a translator always tries to find out the element of source language in target language equivalent in order to reveal the same message from the text in target language. A translator must know that translating not only the problem of meaning must be considered but also the form of language needs to be considered to get sense and equivalent meaning with target language. Each language has different rules which led to a translation shift.

Translation shift is one of phenomena of translation which cannot be avoided. Translation shift usually happened because there are differences in

aspects of language and culture and also the different of sentence structure between source language and target language. According to Oxford Advance Learner's Dictionary (as cited in Herman,Pd, 2014), shift is change position or place, substitution of one thing to another. Catford (as cited in Herman,Pd, 2014) gives the idea on shift, namely the change of formal structure of the source language into the target language. He classified translation shift into two major types : level shift and category shift. Level shifts 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.

The research of translation shift has already researched by the previous researcher. The first research was conducted by Shahbaiki (2013) from Quchan Branch, Islamic Azad University, Quchan. This research analyzed different kinds of category shifts which were divided Catford into four sub groups: structure shifts, class shift, unit shift and intra-system shift in translation. The source of data were taken from novel the Persian Translation of a *Tale of Two Cities* by Charles Dickens. Moreover , this research shown that shifts were inevitable in some places in the translation process and this is because of different natures of languages and variations that exist among them, so the translator is forced to deviate from the source text.

The second research by Herman,Pd (2014). He found out of category shift in movie subtitle of *Harry Potter especially for the Harry Potter and the Philosopher's stone* movie subtitle into Indonesia. The result of this research

showed that the researcher found all category shifts in the subtitle from English into Indonesia, they are: unit, structure, class, and intra-system shift. The dominant category shifts used in the subtitle of *Harry Potter and the Philosopher's stone movie subtitle* is unit Shift and the next dominant is structure shifts.

ISO 9001:2008 about quality management system requirements. ISO (*International Organization for Standardization*) is international organization as international standard setting which consist of representatives from national standardization bodies of each country. ISO already an international standard for industry and commerce world which has been long time recognized especially in Batam city. ISO 9001 was published in 2008. This research is very important to do because ISO 9001:2008 is important document and also much needed in company. Moreover research about translation shift in ISO has never been done before.

Furthermore, ISO is an international standard for industry and commerce world which has been long time recognized especially in Batam city. With this reason researcher interest to analyze translations shift in bilingual text ISO 9001:2008. There are so many kind of ISO like: ISO 9000;2005 about quality management system- fundamental vocabulary, ISO 9004 :2009 about quality management system- guidelines for performance improvements, ISO 1911:2002 about guidelines for quality and environment management system auditing, ISO 14001: 2004 about environment management system- requirements with guidance for use, and ISO 9001:2008 quality management system requirements.

in this occasion the researcher choose ISO 9001:2008 quality management system requirements as the source of data in this research.

The category shift that occurred in the bilingual document text ISO 9001:2008 quality management system requirements can be seen in the example:

SL: *Ukuran dan struktur organisasi*

TL: Its size and organizational structure.

The sentence above is one example of translation shift category unit shift. The unit shift can be found at source language (SL) is *ukuran* (word) that is translated into target language (TL) its size (clause). It means that shift from word to a clause. Unit shift is which involve changes in rank that is departures form formal correspondence in which the translation equivalent of unit at one rank in the source language (SL) is a unit at different rank in the target language (TL). Unit shifts also can be from low level to higher level (upward unit shift) or from high level to lower level (downward unit shift). Therefore the example above is a unit shit upward ranks shift because in the source language there is one word but after translated into target language became more than one word.

And then about quality of the Bilingual document text ISO 9001:2008 quality management system requirements can be seen in the example:

SL: *Untuk menerapkan dan memelihara system manajemen mutu dan terus menerus memperbaiki effectivitasnya.*

TL: To implement and maintain the quality management system and continually improve its effectiveness.

The data above categorized as accurate translation because translator conveyed message accurate without distortion of meaning. When translate the data from source language into target language, translator did not add or reduce

anything. It can be seen in source language untuk *menerapkan* translated into to implement in target language, *memelihara* translated into maintain.

Based on the phenomena above, the researcher wants to analyze category shift by Catford (1965) were divided into four types are: Unit shift, structure shift, intra system shift and class shift in bilingual document text of quality management system requirements ISO 9001:2008.

1.2 Identification of the Problem

Based on the explanation above, the researcher is interested to analyze category shift in quality management system requirements ISO 9001:2008. There are many problems identified as follows:

1. Category shifts in quality management system requirements ISO 9001:2008.
2. The quality of translation in quality management system requirements ISO 9001: 2008.
3. Level shifts in quality management system requirements ISO 9001:2008.
4. The influence of transferring message of the source language into target language in quality management system requirements ISO 9001:2008.

1.3 Limitation of the Problem

Based on the identification of the problem, the researcher concerns and limits the analyzing problems. The researcher focus on the types of category shift in quality management system requirements ISO 9001: which was published in

2008 and also the researcher wants to identify and described the quality of translation that applied in quality management system requirements ISO 9001:2008.

1.4 Formulation of the Problem

Based on the background of the research above, the research formulated some of research question as follow:

1. What are types of category shift found in quality management system requirements ISO 9001:2008 ?
2. How is the quality of translation in quality management system requirements ISO 9001:2008 ?

1.5 Objectives of the Research

The objectives of this research are to answer the problems as what have been mentioned in the previous point. They are:

1. To describe the types of category shifts found in quality management system requirements ISO 9001:2008
2. To describe the quality of translation in quality management system requirements ISO 9001:2008

1.6 Significance of the Research

This research hopefully can contribute benefits for the following: theoretically and practically. As theoretically this research can be used to provide

knowledge about translation shifts. In addition the researcher hope this research would help readers who are interested in translation shift especially ones who intend to learn further about category shift. Practically this research can be implied directly to understand the translation shift that occurs in a text especially in quality management system requirements ISO 9001:2008. This research also can be used as a reference for the next research.

1.7 Definition of Key Term

Based on the research there are several of key words in the research they are:

SNI	: Refers to standard national Indonesia means Indonesia means Indonesia standard quality.
Translation	: An operation performed on languages: a process of substituting a text in one language for a text in another (Catford, 1965).
Category shift	: Unbounded which might be normal or free morphemes depends on what rank is appropriate include: structure, class, unit, and intra-system shifts (Catford, 1965).
Quality of a translation	: Largely on the translator's subjective interpretation and transfer decisions, which are based on his linguistic and cultural intuitive knowledge and experience (House J, 1977).
ISO 9001	: Specifies requirement for a quality management system that can be used for internal application by organization or certification or contract purposes (Indonesia, 2008).
ISO 9001:2008	: Refers to SNI document that that translated from Indonesian to English that is internally among company in Batam.

CHAPTER II

REVIEW OF THE RELATED LITERATURES AND THEORETICAL FRAMEWORK

In this particular chapter contains all referents that related to literatures and theoretical framework. The discussion covers the translation, process of translation, translation shift, translation quality, previous study and theoretical framework.

2.1 Translation

There are many expert describe what translation is in different ways. They have their own explanation about translation. Translation is not only transferring something written in the source language into target language. According to Catford (1965) translation is the placement of textual material in one language (source language or source language) by equivalent textual material in another language (target language or target language). Machali (as cited in Herman,Pd, 2014) said that translation is a process of finding TL equivalence for an SL utterance.(Newmark, 1988) defines translations as a craft consisting in the attempt to replace a written message and statement in one language. The definitions above indicate that translation involves two languages as the source language and the target language. In addition translation is an act of reproducing the meaning or message of the source language into the target language, in which the meaning or message of the target language should be equivalent with the meaning of the

source language. The structures of the source language may be changed in the target language, but the meaning should be preserved as closely as possible and so as not to be seriously distorted.

From the definitions of translation above it can be concluded that the main point of translation is to transfer the message of the source language into the target language with the closest natural equivalence. Translators can change the form of the target language to get natural translation, but they have to make sure that the original message is kept as equivalent as possible. Making an equivalent meaning is one of the most important things to be considered besides the style of the form of the languages involved.

2.2 Process of Translation

In doing translation activity, the translators transfer the meaning from the source language into the target language. According to Larson (1984) process of translation includes studying the lexicon, grammatical structures, communication situation, and cultural context within the text, analyzing each of them in order to determine the meaning, and restructuring the same meaning using the lexicon and grammatical structure which are appropriate in the receptor language and its cultural context.

According to Nida (2001) the process of translation consists of three stages. They are analysis, transfer and restructuring. In analyzing, the translator analyzes the source text in terms of the grammatical relationship and the meaning of the word and combinations of the word. The goal of analysis of the source text is a

full comprehension of the message which is intended to convey. Then the analyzed material is transferred in the mind of translator from the source language to the target language. After that, in the restructuring step the transferred material is restructured to make the final acceptable message in the target language. The important aim of the restructuring process is to ensure that the impact, which the translation is to have on its intended receptors, is similar to what the source text has intended. In this stage, where some revisions may take place, the translator has to check the target against the source text to ensure as far as possible that there are no omissions, additions, or meaning distortions in his/her translation, so as to ensure that it is appropriate for the function that is expected.

2.3 Translation Shift

Based on Oxford Advance Learner's Dictionary (as cited in Herman, Pd, 2014) shift is change position or place, substitution of one thing to another. Catford (1965) gives the idea on shift, namely the change of formal structure of the Source language into the target language. Catford (as cited in Herman, Pd, 2014) classified the translation shift into two major types of shift: level shift and category shift. Level shifts 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, it is divided into structure shift, class shift, unit shift, and intra shift.

2.3.1 Category Shift

Category shifts refer to unbounded and rank-bounded translation. The first being approximately normal or free translation in which source language and target language equivalents are up at whatever rank is appropriate. It is clear that category shift is unbounded, which might be normal of free translation, depends on what rank is appropriate. It includes, structure, class, unit, and intra-system shifts.

2.3.2 Structure Shift

The descriptive units of the grammar of any language are arranged into meaningful stretches or patterns. One single instance of these patterns is called 'structure.' This abstract category which applies to all units in the grammar of a language (except the one lowest in rank), accounts for the various ways in which one unit may be realized by the unit next below it. Sometimes, however, a unit may be realized by a unit above it. This phenomenon is known as rank shifting. Languages exhibit a considerable amount of differences both in the realization of similar structures existing in these languages and in the type of structures existing in each language. It is worth mentioning here that the distinction between deep representation of linguistic relations and their surface realizations constitutes an important phase for the analysis of structural shifts. A structure shift involves a change in grammatical structure between ST and target text TT. Catford considers structure shifts the most frequent type of shifts that may occur at all ranks. For example:

SL Text: Giant contract.

TL Text: *Kontrak Besar*.

It is clear here that there is a shift from M-H (modifier head) to H-M (head+modifier) between the two versions above.

2.3.3 Unit Shift

A unit shift where a strict rank-for-rank correspondence between SL and TL sentences, clauses, group's words and morphemes is not observed: e.g. the English definite article translated by a change in word order in Russian. Catford (as cited in Herman, Pd, 2014) Unit shifts occur when translation equivalent of a source text unit at one rank in is a unit at a different rank in the target language. It includes shifts from morpheme to a word, word to phrase, clause to sentence, and vice versa. For example:

SL: impossible

TL: *tidak mungkin*

From example of translation above, unit shift can be found at Source Text (ST) is impossible (word), that is translated into Target Text (TT) *tidak mungkin* (phrase). It means that shift from word to phrase. Unit shifts also can be from low level to higher level or from high level to lower level. It is caused by the differences of the amount of meaning component in different concept.

A. Low Level to Higher Level

Example:

ST: Housekeeper.

TT: *Pengurus rumah tangga*.

From the examples above, it is translation in term low level to higher level. It means that in the source language there is one word but after translated into target language became more than one word. It can be seen on word “housekeeper” which is consists of one word was translated into “*pengurus rumah tangga*” which is consists of three words.

B. High Level to Lower Level

Example:

ST: Ultimate betrayal

TT: *Pengkhianatan*

From the examples above, it is translation in term high level to lower level is the opponent of low level to higher level.

In this case, the source language consists of more than one word and then translated becoming just one word. In the other hand, it can be said that the amount of word of source language is much more than in target language. The word “ultimate betrayal” that consists of two words was translated into “*pengkhianatan*” that consists of just one word.

2.3.4 Class Shifts

Class shift occurs when the translation equivalence of an SL item is a member of a different class from the original item. It is a change in word class. Catford (1965) defines class shifts following Halliday’s definition that grouping of members of a given unit which is defined by operation in the structure of the unit next above (quoted in (Hatim & Munday, 2004) Structure shifts entail class

shifts. This is because of the logical dependence of class on structure Catford (as cited in Herman,Pd, 2014)

Example:

ST: Annual report.

TT: *Laporan tahunan*.

From example of translation above, it can be seen at Source Text (ST), there is *annual (adjective) that* is translated into Target Text (TT) *tahunan (noun)*. It means that there is class shifts from the sentences above and it is proved that structure shifts entail class shifts.

2.3.5 Intra-system Shifts

According to Catford (1965) Intra-system shift refers to the shifts that occur internally within the system that is for those cases where the source language and the target language possess systems which approximately correspond formally as to their constitution, but when translation involves selection of a non-corresponding term in the target language system. For example the certain “plural” nouns in English become “singular” noun in Bahasa Indonesia, such as: “a pair of *trouser*” is translated into *sebuah celana*. In this example, although in Bahasa Indonesia there is a corresponding plural form for “trousers” (that is through repetition of the word *celana-celana*), the Indonesian language system requires the use of the singular form for to the concept of “a pair of trousers” since Indonesian people conceive them as one piece of cloth.

Example:

SL: Many books on the desk

TL: *Banyak buku diatas meja*

In English, to indicate that the noun is plural, the noun is added by –s. Bahasa Indonesia has its own system to indicate plural noun by repeating the word. The plural noun “books” in English can be translated into “*buku-buku*” in Bahasa Indonesia. In the example, the source text “many books” is translated into “*banyak buku*”. The “books” is translated into “*buku*” in order to make it acceptable in Bahasa Indonesia although the corresponding system of plurality in Bahasa Indonesia is “*buku-buku*”. It sounds strange to translate “many books” into “*banyak buku-buku*” in Bahasa Indonesia. It is because of the existence of “*banyak*” that signifies plurality.

2.4 Translation Quality

According to Newmark (as cited in Kamil, 2014) a good translation fulfills its intention and conveys the facts acceptably. Berman as cited in (Kamil, 2014) states that good translation shows respect for linguistic and cultural differences of the foreign text by developing a correspondences that enlarges, amplifies and enriches the translating language. Moreover, Lewis (as cited in Kamil, 2014) describes a good translation should be a double interpretation, faithful both to the language or message of the original and to the message-orienting cast of its own language.

According to House (as cited in Siregar, 2016) the equivalence sought should be an equivalence of function that is both source and translated texts must present the same function and the text's function can only be made explicit

through a detailed analysis of the text itself. In attempt to perform the translation quality assessment, the following questions are presented: 1) does the text read fluently? 2) Is the translation grammatically correct? 3) Is the spelling correct? 3) Are there unjustified inferences? 4) Is vocabulary adequate? 5) Is the overall result satisfying? In addition 6) Is the translation performed according to assignment?

Larson (as cited in Siregar, 2016)suggests the ways in assessing translation quality are as follows:

2.4.1 Accuracy

Accuracy means the meaning of source text (ST) is similar with the target text (TT). A translator should not ignore, add, or reduce the message contained in ST. Larson (as cited in Siregar, 2016) states the main objectives of accuracy test are as follows; a) to check the equivalence of information in a text, b) to find another problems by comparing ST and TT, after he/she is sure about the existence of the information need. The informant should regard the add or reduce the message contained in ST. A text categorized as accurate translation if data consist of word, technical term, phrase, clause or sentence of source text that accurately transferred into the target text without distortion of meaning. A text categorized as less accurate where most of its content, such as words technical term, phrase, clause or sentence is transferred accurately into the target text, but still needs the improvement. However, the distortion of meaning still found in the target text that disrupts the integrity of the message. Finally the inaccurate, the data categorized as inaccurate translation where the source text inaccurately

transferred into the target text. It includes the deletion and elimination of important information of source text.

2.4.2 Readability

Readability is intended to ensure whether the meaning of translated text can be understood. A text with a higher readability is easier to read than a lower one and vice versa. Readability is related to level of fluency in target text. To the extent a translation successfully achieves a natural rhythm; it is marked as readability of translation. The text categorized as readable translation where the text (words, phrases, clauses and sentences) can be understood easily. While, the text categorized as less readable where in general the text can be understood, but there are certain parts should be re-read to comprehend. And finally the text categorized as unreadable translation where the text is difficult to comprehend.

2.4.3 Naturalness

Naturalness in translation related to the reasonableness of the translation, the use of words and terms that are standard and familiar for its disciplinary. The aim of naturalness is to assess the naturalness of translation, whether the form of translated text is natural and equivalent with the target text. A text can be determined as natural if conforms to these criteria when the meaning in ST is conveyed accurately; the meaning in target text uses a standard grammatical pattern and vocabulary; and translated text should represent an ordinary context in target text. Therefore, this assessment involves the informants who are considered qualified in social discipline and proficient both in English and Indonesian. A text

categorized as naturalness translation feels natural; where the technical term has been commonly used and familiar to the reader; while the phrases, clauses, and sentences used are not conforming to Indonesian standard.

The next is less natural translation. It characterized with naturalness, but the technical term is not commonly used, or contains slight grammatical errors. Finally is unnatural translation. The text categorized as unnatural where the target text feels unnatural, technical terms used is uncommonly used and unfamiliar to the reader; the phrases, clauses and sentences are not conform the Indonesian standard. In addition, unnatural translation also characterized in deletion or omission of important information on target text.

Additionally proposes four basic requirements of good translation, there are: (1) making sense, (2) conveying the spirit and manner of the original, (3) having a natural and easy form of expression, and (4) producing a similar response. Furthermore, it can be concluded that in transferring the message SL text into the TL text, a translator must convey the meaning of original text, and also a good translation should be clear and understandable.

2.5 Previous Study

There are five previous studies that related to this research that may be able to support this research. The first research was conducted by Shahbaiki (2013) from Quchan Branch, Islamic Azad University, Quchan. This research analyze different kinds of category shifts which Catford divides into four sub groups:

structure shifts, class shift, unit shift and intra-system shift in translation in the novel the Persian Translation of a Tale of Two Cities by Charles Dickens.

The second research by Herman, Pd (2014). He found category shift in movie subtitle of Harry Potter especially for the Harry Potter and the Philosopher's stone movie subtitle into Indonesia. The result of this research showed that the researcher found all category shifts in the subtitle from English into Indonesia, they are: unit, structure, class, and intra-system shift. The dominant category shifts used in the subtitle of Harry Potter and the Philosopher's stone movie subtitle is Unit Shift and the next dominant is structure shifts..

The third research was conducted by Akbari (2012), In his research focused on the types of structural shifts in literary translation from English into Persian and their significant role in compensation and explication of meaning. The main objective of his research was to see whether and how translators incorporate structural shifts into their schedule, what kinds of structural shifts are made and what kinds of structural shift are more frequently used in literary translation. The second objective of the research was to examine whether structural shifts help the literary translators to better transfer the meaning.

The fourth research by Tri (2015). the focus of this research is to describe the rank-shift of compound complex sentence translation in Harry Potter and the Orde of the Phoenix novel translation by Listiana Srisanti and also to describe the accuracy of those translation. In this research she focused on to describe the *rank-shift* of compound complex sentence translation in Harry Potter and the Orde of the Phoenix novel translation by Listiana Srisanti and also to describe the

accuracy of that translation. The research findings are as follow. First, the form of rank-shift in the translation of compound complex sentences are: simple sentence, compound sentence, complex sentence and compound complex sentence. Second, the accuracy of translation is classified into three, namely: very accurate translation, accurate translation and inaccurate translation.

The last research by Kamil (2014) this research find out the readers responses towards the quality of the translation in Twitter Web pages. The good characteristics of translation are achieved since the clarity and naturalness of the TL are maintained despite several improper translations. This research expected that the translators, in relation to the characteristics of a good translation, should create and choose natural and clear translation to achieve the goals to attain the real message of the text.

Based on previous research, researcher found the similarities and the differences. The similarities of this research and previous research are: the previous research and this research is qualitative research. This research and previous research used theory by Catford to analyze about category shift. However , some researcher structural shift, unit or rank shift. Then. the previous research took the data from movie subtitle, novel, and twitter web pages. While this research took the data ISO 9001:2008. This research did not only analyze about category shift but also to describe the translation quality of bilingual document quality management system requirements ISO 9001:2008.

2.6 Theoretical Framework

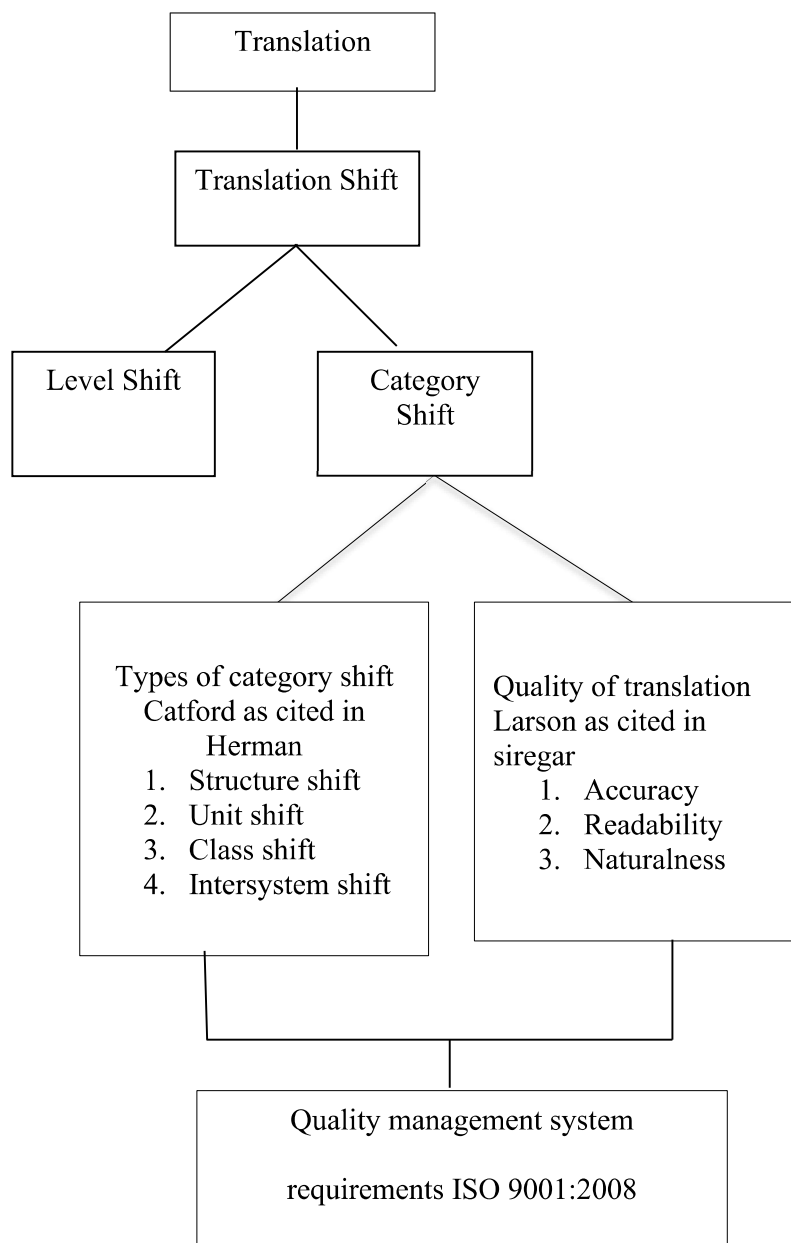


Figure 2. 1 Theoretical Framework

This part presents the theoretical frame work underlying this research. This (Catford, 1965) which cover theory of translation shift . Translation shift divided into two types of shift occur , they are level shift and category shift and the category shift is divided in to four, they are: structure shift, class shift, unit shift, and intra system shift.

Moreover, Larson (1984:490-501) suggest the ways in assessing translation quality are: accuracy, readability and naturalness. In this research, the researcher focus into analyze category shift and to describe translation quality based on the theoretical framework above.

CHAPTER III

METHOD OF RESEARCH

Research methodology is a technique to methodically resolve problem of the research which could be understood as science of studying the way research is done scientifically Kothari (2005) It illustrates the method that is employed in the designing the research, method in the collecting the data to investigated, method of analyzing the data, and the way of presenting the result of analysis.

3.1 Research Design

Research design as defined as the modes of observation that allow the scientist to collect observation in systematic and structured ways. Theoretically, there are two kinds of research design; they are quantitative and qualitative research. Qualitative research focuses on gathering numerical data and generalizing it across group of people or to explain a particular phenomenon. Whereas qualitative research focuses in producing descriptive data in the form of words written or spoken of person. Descriptive because the data is written words or utterance from some on that we are going to analyze. In doing this research, the researcher uses qualitative research, it is applied to analyze the category shift found in ISO 9001:2008 quality management system requirements.

3.2 Object of the Research

The object this research is translation shift especially about category shift and quality of translation in quality management system requirements ISO 9001:2008. Quality management system requirements ISO 9001:2008 is international organization as international standard setting which consist of representatives from national standardization bodies of each country. ISO is an international standard for industry and commerce world which has been long time recognized especially in Batam city.

3.3 Method of Collecting Data

In the process of collecting data, the researcher used observation method by Sudaryanto(2015). The observation method has two kinds of technique used; participatory and non- participatory. In participatory technique the researcher involves directly as participants in the process of collecting the data. On the other hand, in non-participatory technique, the researcher does not involve directly in process of collecting the data. In this research, the researcher used non-participatory technique because the researcher did not involve in that document. In addition, the researcher also used questionnaire to collect the data. There some steps which the researcher did in collecting the data. First, the document ISO 9001:2008 quality management system requirement was downloaded from <http://baristandsurabaya.kemenperin.go.id>. Second steps is reading whole of the document quality management system requirements ISO 9001:2008. The researcher pays attention to the English and Indonesia sentences in the bilingual

document text ISO 9001:2008 quality management system requirements. then the researcher underlines every word, phrases, and clauses where translation shifts found. Then, the researcher classified the data into category shift. Besides, researches gave the questionnaire for student of English literature.

3.4 Method of Analyzing Data

In this research, the researcher applied translational identity method by Sudaryanto (2015) to analyze the data. Then, the researcher applied category shift theory proposed by Catford (1965a) to analyze the types of category shift and Larson theory (1984) to describe quality of translation.

There were some steps used as follow: first, the researcher classified the data into: unit shift, structure shift, intra system shift, and class shift. Then analyzed it based on the types of category shift. The last step is the researcher describe the quantity of translation through analysis of questionnaire.

3.5 Method of Presenting Result Data

After doing analysis, the next step is presenting the result of analysis. Sudaryanto (2015) stated that there are two methods of presenting result analysis. They are formal and informal. The formal method means the researcher use symbol, table, diagram, and number in presenting the result. Whereas informal method refers to the method of presenting the result by using words. It means the finding can be described by using words or sentences. In this research, the

researcher presented the result by using informal method. In this method, the researcher presents the result of data analysis by verbal description or explains it.