

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 effektivitasnya.*

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 theoritically 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.