

CHAPTER I

INTRODUCTION

This chapter presents the introduction of the study which consists of background, statement of problems, research objectives, research significances and definition of key terms.

1. Background

A beauty and body treatment products become something attractive for some people. The purposes of using the products are for personal hygiene and have an effect on treating and protecting the skin. Therefore, the phenomenon of beauty is part of the necessities of life in general and it can be used every day from head to toe. They are perfume, facial foam, hand and body lotion, lipstick and something else. To treat the body being clean and healthy.

Beauty products have become a necessity in general. Ibrahim in Sandhy (2016:6) that ideal images of women are continuously constructed and instilled and socialized through the media. Slowly but surely have turned into cultural standards regarding to women's beauty which settles in his consciousness. This standard leads women becomes endless hunts of beauty in the quest for satisfaction. Rost (2018) argued that successful brands deliver authentic products that solve consumer needs. They then consider how that offering should adapt to match the diversity of their consumer base. Some of them can be found and produced in Indonesia by using two languages. This caused what makes them

tried to use a foreign language in various products for example in beauty and body care products.

Therefore, it is no longer an oddity that language also becomes a place for promotional media in a beauty advertisement. To introduce the product, the manufacturer must also pay attention to the packaging of the product itself. Such as the product's name, the description of the product and any material contained in the product. The customers could find out what are the advantages of the product as described. The depiction of packaging on the pack is usually referred as the body copy text.

As Kanabuko (2006:36) states that body copy is what really sells a product. It directs the reader to act, contains the product details, and stresses how the product will benefit the customer. This text uses emotional and logical appeal to create a desire for the product. That is why with reading the body copy the customers become aware of the advantages. How to use them and what kind of material contained in the product. As what we saw it, almost all of a beauty and body care product has been using English into it.

Certainly, this case is really affecting the information which delivered in a product especially beauty product. Accordingly, the first thing needed is to communicate well. The necessary is to communicate with another language. It means more than one language. According to Monireh (2012:592), to convey a message, each language has its own wording system and forms, and there are to be changed when the same message is to be conveyed into another language, and

it is this process of change which is called translation. Unfortunately, for some people, it becomes an obstacle because of the limitation to understanding communication in different languages. Therefore translation is expected to be an effort or a bridge to apprehending a source language.

Therefore, it can be mentioned that the most important thing is the translation has the same meaning as the message in the source language. Based on the explanation above, the writer knows that translation is very important in order to give emphasis on the meaning. Translation is an important thing in product ads, especially on the body copy text. To minimize the difficulties, the writer used translation shifts and focus on category shifts.

This is the main justification for the recognition of formal correspondence in theory. Monireh (2012: 579) argues that category shifts are departures from the formal correspondence in translation. As far as translation concerned, Category shift is divided into several parts. Catford (1965: 76) argues that a brief discussion and illustration of category shifts divided to the order of structure-shifts, class-shift, unit-shifts (rank-changes), intra-system-shifts. Further, he says that It is necessary to understand the shift in translation as a solution to find a match when translating the word. That is why the writer interesting to analyze the category shifts, especially in body copy texts of beauty and body care products used Catford's theory.

The topic of category shift has been studied by several researchers. The first research is carried out by Ida Nurrokhimah (2014) from English Department

Sunan Kalijaga University, with her research “*Unit Shifts in the Translation of Jane Austen’s Pride and Prejudice*”. She discussed the characteristics of language which affect in translation, and have an impact with the occurrence of unit shift who discussed by Catford. The analysis aims at finding the unit shifts in four rank. They are morpheme, words, phrase, and clause.

Another research that used body copy text in products as an object was done by Roro Rohilah (2012) from English Department UIN SGD Bandung, her thesis is “*An Analysis of Translation Shifts in Body Copy Texts of Mustika Ratu Products*”. She was discussed about the translation method and translation shifts in body copy texts of Mustika Ratu products. She used the theories by Newmark (1988). In addition, the theory of translation shifts by Catford (1965) was applied.

The differences between some previous research and this research are the object and also the problem of research. The first research discussed the characteristics of language which affect in translation have an impact with the occurrences of the unit shift in a novel. Whereas the writer discusses three types in category shifts not only in the unit shifts. The second research discusses to find out the translation shift in body copy text of Mustika Ratu Products. She used all the types of translation shifts and the method of translation. Meanwhile, this research only focused only on the category shift.

For the reasons above, translation is an important thing in a product ad, especially on body copy text. It is necessary to understand the shift in translation as a solution to find a match when translating the word. In addition, choose beauty

and body care products because it is often used and easy to find out. An absolutely using two languages that mushroomed among society. However, it is possible that the translation shift takes place in body copy texts.

2. Statement of Problems

Almost all of beauty products are already using two languages in it. English and *Bahasa Indonesia*. Certainly, it has a process of translation. It should be noted, translating is not something easy. A translator should be careful, because if wrong in translating the customer or reader will get misinformation. Because of the reason, in this study, the writer focused on the existence of a translation shift based on category shift. How they affect meaning and message into the target language. Based on the research focus above, the problem in this research formulated as follows:

1. How is the structure shift used in the body copy text of Beauty and Body Care products?
2. How is the unit shift appeared in the body copy texts of Beauty and Body Care products?
3. How is the Intra-system shift occurred in the body copy texts of Beauty and Body Care products?

3. Research Objectives

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

1. To find out how is the structure shift used in the body copy text of beauty and body care products.
2. To find out how is unit shift appeared in the body copy texts of beauty and body care products.
3. To find out how is the intra-system shift occurred in the body copy texts of Beauty and Body Care products.

4. Research Significances

The result of the study is expected to give benefits concerning and understanding translation shifts in the types of Category Shift. Directed to people who want to know more about the process of translation between English to *Bahasa Indonesia* in body copy text of Beauty and Body Care products. This analysis is very important to an understanding of a translation shift in the relation of advertisement products.

In addition, this research can give some benefit to companies and translators which are active in translating body copy texts of Beauty and Body Care products. This research has a function as a practical guide for students to enhance their analytical skill in both fields especially in translation shifts, this research also can be used as their referent in studying the same topics.

5. Definition of key terms

This section describes several terms which are appeared frequently in this paper in order to avoid unnecessary misunderstanding.

- Translation is a process of understanding the source language and transferring it into the target language. As Catford (1965:20) states that source language is exactly the same with the target language. Translation as the process or the replacement of textual material in one language (SL) by equivalent textual material in another language (TL).

- Category Shifts according to Catford as referred to unbounded and rank-bound translation. The first being approximately normal or free translation in which SL-TL equivalences are set up whatever rank is appropriate. Some of these particularly structure changes are even more frequent than rank-changes. It is changes of these types which refer to as category-shifts. Category shifts are departures from formal correspondence in translation. Here are some categories that Catford has divided into Structure, class, unit and intra-system shifts;

- Structure-shift can occur at all ranks. Notice that for instance there is often a shift from MH (modifier+head) to HQ (head+qualifier). It can be said that emphasize the analysis on a transferring word.

- Class shift according to Munday in a journal by Herman (2014:34) 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 defines class shifts following to Halliday's definition "that grouping of members of a given unit which is defined by operation in the structure of the unit next above".

- Intra-system shift, this could mean a departure from formal correspondence in which one system in the SL has as its translation equivalent non-corresponding in

the TL. It has two ways to understanding in the intra-system shift: first, a translation that happens in the same grammatical category. Second, with single-plural in source language or target language.

- Body copy text usually contains text in the form of short messages conveyed by the manufacturer of the product such as the composition, how to use it or the benefits of the product. Beauty product users can indirectly find out the details of the product, and understanding how bad or good their service or quality of the product by reading it.

