

Abstract

Roro Rohilah, 207500280: An Analysis of Translation Shifts in Body Copy Texts of “Mustika Ratu” Products.

Advertisement has an important role for people. Advertisement can be found any where in newspaper, magazine, radio, brochure and television. Advertisement is a media to introduce the products and hoping the public will be motivated to buy the products. In advertisements, persuasive texts are usually used in body copy. Body copy is advertisement texts which contains product description. This text usually adds translation to make people understand about the product easily. However, translation is not easy for doing. Translator is not only to change one language to another language but also to find the equivalent of both translation languages. Because of that, appropriate translation method must be chosen correctly to deliver a good translation. Besides, translation shifts often occurs to find the translation equivalent.

In this research, the researcher intends to focus on translation method and translation shifts in body copy texts of Mustika Ratu Products. The aims are to find out the translation methods used by Mustika Ratu and also to describe about the translation shift. In describing the method of translation in body copy texts of Mustika Ratu Products, the researcher used the theories by Newmark (1988). In addition, the theory of translation shifts by Catford (1969) is applied in this research.

Additionally, the method used in this research is qualitative method by using documentation analysis about translation method and translation shifts. The data are taken from body copy texts in Mustika Ratu products. Data collecting found that there are 15 data from different products.

The result of research shows that from 15 data there are 10 data use literal translation; 3 use semantic translations, one datum uses word-for-word translation and the last; there is also one datum uses free translation. Further, based on the data analysis, mostly, body copy texts occur category shift in translation namely structure shift. Structure shift is easier to be applied in translation. First, structure shifts try to find out the head and modifiers of a phrase. Second, the head and modifier of phrase are changed their positions in TL. Class shift and unit shift also occur in this analysis. Besides that, intra-system shift occurred for once in body copy text. But level shift does not find in body copy texts. It is caused by the kind of translated text. Every text has different character and different necessity in translation process. Translation shifts do not occur in every body copy texts because every TL is different. It is almost same as translation method. Different texts can be influenced to the choosing of method applied and translation occurred.