Shifts from English into Bahasa Indonesia of Zig Ziglar's "See at the top

Cambia del inglés al Bahasa Indonesia de Zig Ziglar's "See at the top."

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ABSTRACT

This article is aimed at identifying the shift in the Indonesian translation from "See You At the Top." Translators would tend to translate his materials with one or more strategies. However, in the interpretation of English as a source text into Indonesian as the target text (TT), it was found that shift became the most commonly used. The shift in meaning and form might always become problems in the TT since it changes the original forms of words, phrases, clauses, and sentences in ST. Findings revealed that shift from words to phrases reached 35.4%, from phrases to words 10.32 %, and from phrases to sentences 54%.

Keywords: Shift, indonesian translation, see you at the top, procedures

RESUMEN

Este artículo tiene como objetivo identificar el cambio en la traducción al indonesio de "See You At the Top". Los traductores tendrían la tendencia de traducir sus materiales con una o más estrategias. Sin embargo, en la traducción del inglés como texto de origen (ST) al indonesio como texto de destino (TT), se descubrió que el cambio se convirtió en el más utilizado. El cambio de significado y forma siempre puede convertirse en problemas en el TT ya que cambia las formas originales de palabras, frases, cláusulas y oraciones en ST. Los resultados revelaron que el cambio de palabras a frases alcanzó el 35.4%, de frases a palabra el 10.32% y de frases a oraciones el 54%

Palabras clave: Turno, traducción al indonesio, nos vemos en la parte superior, procedimientos

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INTRODUCTION

Catford was the first scholar who used the term shift (see Hatim and Munday 2004), which might appear when a source of the item has a textual equivalent on a different linguistic level. Halliday (1961, pp. 242-292) argued shift has four types of categories, such as unit, structure, class, and intra-system; mentioned shift of shape and shift of meaning. The shift in the translation might be caused by no expression of the suitability of a source language (SL) text to be realized in an equivalent in the target language (TL) (see also Machali I998 and Newmark I981). Machali (I998) quoted Halliday (1978), who proposed a shift in grammatical structure, cohesion, and pronunciation, and optional shift or shift option. Catford (1966) also proposed two kinds of shift, such as a level of shift comprising grammar in one language and lexis and shift of categories, for instance, structural shift, class shift, unit shift or secondly in a rank shift, and intrasystem shift (Putra: 2015).

Al-Zoubi & Al-Hassnawi (2001, pp.1-22) define shift as a mandatory action which is determined by the structural differences between the two language systems involved in the translation process and optional action that are determined by personal preferences and stylistics consciously to produce natural and communicative translations from the source language to the target language (Abbasian & Hajmalek: 2017, pp. 45-51; Ekasani et al.: 2018, p. 290397; Ahmad & Ahmad, 2019). Michael (1987) views shift as metamessage (substitution), and his perception of the meaningfulness of shifts in translation is built on the theory of metacommunication (Ginting: 2018). Regarding texts that are compared in two languages, Vinay and Darbelnet (1958) recorded differences between languages and identified strategies for differences in translation and 'procedures' and also compared the styles of the two languages. The shift can be in shape or transposition (Catford, 1996) stressed that the determination of a word to represent a thing, item, or person depends on its meaning.

Vinay and Darbelnet (1958) described two strategies, namely translation of words by words (direct translation) and indirect translation (or oblique translation), which consisted of seven procedures. Machali (2000) argued shifts occur in both languages at the lowest level, such as syntactic structures, clauses, cohesion, and so on. Simatupang (2000) mentioned five types of shifts: 1) shift in the morphemic level, 2) shift in the syntactic level, 3) shift in the category of words, 4) shift in the semantic level, 5) meaning shift because of differences in cultural perspectives (Prasetya: 2016, pp. 251-261).

METHODS

This research is descriptive in which the data collection was carried out by taking notes on the items of textual meanings with their equivalences put in the data cards; the grammatical analysis was done by sorting out and describing the shift of textual meaning, such as 1) level shift comprising me) lexical, and ii) grammatical, and 2) category shift. The latter has four categories: i) unit category, ii) structure category, iii) word class category, and iv) intra-system category (Herman: 2014, pp. 31-38). This study focused on the translation shift realized in lexico-grammatical. Three forms of shift are 1) shift rank including morpheme, word, group/phrase and clause/sentence, 2) category shift: structure, class, unit, and intra shifts, and 3) textual shift covering thematic organization, shift in information and organization, and shift in text type (Rosa et al.: 2017, pp. 85-101).

The source of data is Ziglar's "See you at the top" (Towards greater success). The language style of the book is informal that brings complex grammatical structure and does not have their equivalences in TL so that it is possible to find the shifts in textual meaning. If the texts do not have their equivalences in the TL, free translation is applied. The following techniques were used in data collection: 1) identifying the shift in textual meaning by grouping them in the features; if there is a difference then the type of shift can be determined, 2) analyzing the equivalence, 3) looking for the textual meaning in SL and TL and if there are differences between the two, then the type of shift is determined, and 4) searching for the textual meaning of TL, and if there is a

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difference between the two, then the shift can be determined. All this can see all the problems of shifting and textual meaning in detail, SL and TL.

RESULTS

Shift from Plural in SL into Singular in TL

A shift is found from plural in SL into singular in TL amounting to 71 nouns in which some of them appeared repeatedly, and the translation showed that they remained in singular forms in TL, for example, the plural 'students' was translated 'siswa' as a singular in TL, the plural 'pencils' as a singular 'pencil,' the plural 'upstairs' as a singular 'lantai,' the plural 'problems' as a singular 'masala,' the plural 'some' as a singular 'sesuatu.' There are found 71 plurals in SL, which shifted to 71 singulars in TL, and the percentage of plurals in SL to become singulars in TL is 100%.

Table 1. Shift from plural in SL into singular in TL

No	Plurals in SL	Singulars in TL	Page
1.	*Finders*	enemy	2
2.	*millionaires*	jutawan	3
3.	*Towns*	Kota	7
4.	*Finders*	penemu	9
5.	*Some*	suatu	37
6.	*Students*	siswa	43
7.	*Teachers*	guru	33
8.	*Faces*	wajah	47
9.	*Students*	siswa	49
10.	*Classes*	kelas	49

The shift of adjectives in SL into repetitions of adjectives in TL

It is found 21 adjectives in SL which become repetitions in TL, for example, the adjective 'over' is translated as 'berulang-ulang,' the 'on occasion' as 'kadang-kadang,' the 'average' as 'rata-rata,' the 'neglect' as 'tergesa-gesa.' It is also found adjectives in SL that are translated by repeating the pronouns, such as 'the only one' as 'Satu-satunya, and the 'the only' as 'Satu-satunya' (see Table 2).

Table 2. The shift of adjectives in SL into a repetition of adjectives in TL

No	SL	TL	Page
1	*Varied*	Berbeda-beda	5
2	*Traits*	Ciri-ciri	6
3	*Characteristics*	Sifat-sifat	6
4	*That all*	Satu-satunya	32
5	*Marvel*	Terkagum-kagum	102
6	*Indifferent*	Biasa-biasa saja	103
7	*Total*	Jumlah	109
8	*Really*	Benar-benar	111
9	*Neglected*	Tergesa-gesa	115
10	*Principles*	Prinsip-prinsip	137

The frequency of shift in repetitions of adjectives in SL into TL amounted to 22 shifts in TL. The number of adjectives in SL is 21, and shifts to the repetition of adjectives in TL are 21 so that the TL dominates the shift. In other words, the shift occurs 100% into TL, and the percentage of frequency also changes. The percentage of a shift in adjectives in SL into a repetition of the adjective in TL is recorded 100%. Thus, the shift occurs because the structure in SL is not found in TL.

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The shift in grammatical cohesion

The grammatical cohesion in SL compared to the one in TL may have three elements: pronouns, comparison, and referents (see Table 3).

Table 3. Shift in grammatical cohesion

No	Referent	Quantity		Percentage		Elipsis		Substitution	
		SL	TL	SL	TL	SL	TL	SL	TL
1.	Pronouns:								
	you	149	143			-	6	-	6
	they	109	103			-	6	-	3/2
	I	83	83			-	-	-	-
	We	57	57			-	-	-	-
	He	107	107			-	3	-	-
	She	101	101			-	5	-	
2.	Comparison:								
	Positive	52	52	-	-	-	-	-	-
	Comparative	22	22	-	-	-	-	-	-
	Superlative	94	94	-	-	-	-	-	-
3.	Demonstrative:								
	That	22	22	-	-	-	-	-	-
	This	32 47	32	-	-	-	-	-	-
	As stated		47	-	-	-	-	-	-
	Total	607	600	-	-	-	20	-	9

The shift in pronominal grammatical cohesion

The pronouns 'you' and 'they' in SL are different in TL and have six shifts in ellipsis, and six shifts of 'you' in the substitution and three substitutions for they; the pronouns that do not have differences in SL and in TL are 'I,' 'he,' 'she,' 'we' (see Table 4).

Table 4. Quantity of shifts in the pronominal grammatical cohesion

Pronominal grammatical Cohesion							
Pronouns	Referents		Ellipsis		Substitution		Total
	SL	TL	SL	TL	SL	TL	SL	TL
You	149	143	-	6	-	6	149	155
They	109	103	-	6	-	3	109	112
I	83	83	-	-	-	-	83	83
We	57	57	-	-	-	-	57	57
he	107	107	-	3	-	-	107	110
she	101	101	-	5	-	-	101	106

The pronoun 'You' in SL appeared 149 times, but in TL 143 times, so there were six shifts (the pronoun 'you' also underwent six shifts in TL in ellipsis); meanwhile, six substitutions for the pronoun was also found TL. The pronoun 'they' showed its existence for 109 times in TL and 103 times in SL, so there were six shifts (the ellipsis for this pronoun was found six in TL and three substitutions in TL). All this means that the pronoun 'they' dominated other pronouns. The pronoun 'I' in TL appeared 83 times, but there was no shift for this pronoun in SL, and in TL, there were 57 cases of the pronoun 'we' in TL and in SL so there was no shift in SL and in TL. Thus, the pronoun 'we' in Bahasa Indonesia was the rarely used pronoun. There were found 107 pronouns 'dia (he)' in TL and in SL, so there was no shift. There were three cases of ellipsis for the pronoun 'he' in SL while in TL such cases were not found; there were 101 cases of the pronoun 'she' in SL and in TL. Hence, there was no shift in these two languages except in ellipsis. Thus, the pronouns 'you' and 'they' appear more frequently in SL but not in TL, and both of these pronouns have ellipsis and substitution in TL.

The second aspect of grammatical cohesion is an ellipsis, which has striking differences among pronouns. The pronoun 'you' as well as 'they' undergo six shifts in TL. There were three ellipses for the pronoun 'he' and five for the pronoun 'she' in TL, and there was no shift for the pronouns 'I' and 'we' in ellipsis both in SL and in TL. The third aspect of grammatical cohesion refers to substitution, which also occurs in pronouns. The

pronoun 'you' in TL changes that occur in the addition of pronoun 'you' in SL amounting to six; the pronoun 'they' undergoes a shift. The pronouns which have no shifts are 'I,' 'We,' 'He,' and 'She' in SL and in TL. The cohesion dominates, followed by elliptical cohesion and substitution.

The shift in comparative grammatical cohesion

The comparative cohesion consists of two participants who are interlocked and includes positive, comparative, and superlative comparisons. Each has a different number of referents and does not have ellipsis and elements of substitution. Superlative dominates the shift in the comparison. Such shifts can be seen in Table 5.

Table 5. The shift in comparative grammatical cohesion

Comparative grammatical cohesion								
Comparison	Referent		Ellipsis		Substitution		Total	
	SL	TL	SL	TL	SL	TL	SL	TL
Positive	52	52	-	-	-	-	52	52
Comparative	22	22	-	-	-	-	22	22
Superlative	94	94	-	-	-	-	94	94

With reference to the grammatical cohesion in ellipsis in the positive, comparative, and superlative comparison, there was no shift in both SL and in TL. In substitution, there was no shift in positive, comparative, and superlative comparison, and of the comparison, the comparison in referent becomes dominant. In ellipsis and substitution, there is no shift, and the demonstrative cohesion does not show any shift in SL and in TL (see Table 6).

Table 6. Quantity of shift in indicating grammatical cohesion

Demonstrative in Grammatical Cohesion								
Demonstrative	Referent		Ellipsis		Substitution		Total	
	SL	TL	SL	TL	SL	TL	SL	TL
That	22	22	-	-	-	-	22	22
This	32	32	-	-	-	-	32	32
As stated	47	47	-	-	-	-	47	47

The cohesion of grammatical demonstrative in ellipsis and in substitutions did not undergo a shift in SL or in TL. Of the three demonstratives, the grammatical cohesion for referents dominates the popular English text. The percentage of frequency in the grammatical cohesion of pronouns also experienced a striking range. This can be seen from Table 7 below, which shows that the frequency of the grammatical cohesion in pronoun becomes the dominating frequency. The shifting percentage of the pronoun 'I' reached 100% in SL as well as in TL.

Tabel 7. The percentage of a shift in grammatical cohesion of pronouns

Grammatical cohesion of pronouns								
Pronouns	Referent		Ellipsis		Substitution		Total	
	SL	TL	SL	TL	SL	TL	SL	TL
you	100%	92,2%	-	3,9%	-	3,9%	100%	100%
they	100%	92%	-	5,35%	-	2,7%	100%	100%
I	100%	100%	-	-	-	-	100%	100%
we	100%	100%	-	-	-	-	100%	100%
he	100%	7,2%	-	2,8%	-	-	100%	100%
she	100%	95.2%	-	4,8%	-	-	100%	100%

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The second pronoun is 'he,' which reaches 100% in SL and 97.2% in TL, and the frequency of the three pronouns is 100% in SL and 95.2% in TL. The fourth pronoun is 'you' in which its predominance is 100% in SL and 92.2% in TL. The last pronoun is 'they,' which also gets 100% in SL and 92% in TL. The percentage frequency of the second grammatical cohesion is an ellipsis in which the pronoun 'they' dominates the shift percentage; in SL there is no a shift, but in TL the shift reaches 5.35%, followed by the pronoun 'she' which has no percentage frequency in SL but reaches 4.8% in TL. Likewise, the pronouns 'you' and 'he' do not have shift percentage in SL, but in BT, the pronoun 'you' gets 3.9% and the pronoun 'he' 2.8%.

The third percentage frequency of grammatical cohesion is a substitution, which only occurs for the pronoun 'you' reaches 3.9% in TL without percentage frequency; the pronoun 'they' gets 2.7% with no percentage frequency in TL. Whereas, the pronouns 'I,' 'we,' 'she,' and 'he' have no percentage frequency in SL and in TL. Their percentage ratio also has a very striking percentage. With reference to the grammatical cohesion for positive, comparative, and superlative comparisons, the reference frequency is reaching 100% in TL. In ellipsis and in substitution, the positive, comparative, superlative does not have a percentage frequency (see Table 8).

Table 8. Quantity of Shift Percentage of Comparative Grammatical Cohesion

Comparative grammatical cohesion							
Comparison	Referent		Ellipsis		Substitution		Total
	SL	TL	SL	TL	SL	TL	TL	TL
Positive	100%	100%	-	-	-	-	100%	100%
Comparative	100%	100%	-	-	-	-	100%	100%
Superlative	100%	100%	-	-	-	-	100%	100%

Table 9. Shift percentage of demonstrative grammatical cohesion

Demonstrative grammatical cohesion							
Demonstrative	Referent		Ellipsis		Substitution		Total
	SL	TL	SL	TL	SL	TL	SL	TL
That	100%	100%	-	-	-	-	100%	100%
This	100%	100%	-	-	-	-	100%	100%
As stated	100%	100%	-	-	-	-	100%	100%

The percentage of frequency of grammatical cohesion for demonstrative is very striking, reaching 100% in TL; meanwhile, in ellipses and in addition, such demonstrative elements do not have a percentage frequency.

Shift in synonimy from SL to TL

There were 101 words having synonyms in SL and only 80 in TL; synonymy is dominant in SL rather than in TL. There were 21 shifts that cause the narrowing of meaning in TL (see Table 10 for samples of synonymy and in Table 11 for the percentage of synonymy), and the total synonymy from SL into TL is 181 (with 101 lexicons in SL and 80 lexicons in TL).

Table 10. Synonymy from SL into TL

No	Vocabulary in SL	Vocabulary in TL	Source
1	see, recognized, saw	memandang, melihat	1, 10, 38, 90 , 365
2	good, nice, beautiful, the best, top, great, greatest	bagus, baik, kebaikan, indah, terindah, terbaik, hebat, terbesar, kebaikan terbesar	2, 9,10, 143, 103, 160, 29,21, 296, 44,58, 69, 82, 86, 9,29, 246,30,297, 126.
3	made, do, make, treat, conducted	dilakukan, melakukan, membuat, membuat.	3, 28, 55,59,61
4	know, aware	mengenal, mengetahui, memahami	47, 67, 89
5	want, going to ask	ingin	71,73, 58,66
6	a tribute, the recognition, the appreciation	penghargaan	68, 40, 41, 48, 79,
7	Called	dipanggil, bertelepon	50, 59
8	passed, went	melewati, berlalu	63, 42
9	delighted , appreciate, smiled broadly, fun	senang, menyambut baik, mmenyenangkan	48, 60,74, 364
10	story.	kisah, cerita	84, 11,185

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Table 11. Percentage of a shift in lexical cohesion of synonymy from SL to TL

Lexical cohesion		
Synonymy from SL into TL		Total
SL	TL	Percentage
55.9%	44.20%	100%

The frequency percentage also changes, in which the synonymy in lexical cohesion from SL to TL amounted to 44.20% in TL. Likewise, the percentage of cohesion from SL to TL in BS was recorded to reach 55.9%. There is a dominating difference in synonymy shifts from SL to TL.

Shift from one meaning to meaning domain in synonymy

There found an extension of meaning from SL into TL by synonymy. In SL, four words are found while in TL, such words extend to eight words (see Table 12).

Table 12. Shift from one meaning to meaning domain in synonymy

No	A meaning in SL	Meaning domain in TL	Source
1	called	panggil, bercerita	50, 59
2	story	bercerita, naskah	11, 84
3	but	melainkan, tetapi,	126, 158, 140
4	difference	perbedaan, berbeda	200, 201, 242

Table 13. Quantity of shift from one meaning to the meaning domain in synonymy

No	Quantity of shift from one meaning to the meaning domain in synonymy		
	One meaning in SL	Meaning domain in TL	Total
1	1	2	3
2	1	2	3
3	1	2	3
4	1	2	3
Total	4	8	12

Tabel 14. Quantity of shift from one meaning into the meaning domain in synonymy

Lexical cohesion		
From one meaning to meaning domain in synonymy		Total
SL	TL	
4	8	12

Based on the frequency of the shift in lexical cohesion from one meaning to the meaning domain in synonymy, there are four shifts in lexical cohesion in SL but eight shifts in TL. There are four shifts TL, and in SL, so the frequency percentage also changes. The percentage of lexical cohesion from one meaning to the meaning reaches 66.6% in TL. Likewise, the percentage of lexical cohesion from one meaning into the meaning domain in SL is not the same as in TL because, in SL, the percentage is 33.3% (see Table 15).

Tabel 15. Percentage of the shift from one meaning into the meaning domain in synonymy

Lexical cohesion			
From one meaning to meaning domain in synonymy		Total	
SL	TL	SL	TL
33.3%	66.6%	100%	

The one-word shift in TL into the meaning domain in SL

The shift from one meaning in TL to the meaning domain in SL is marked by shifts from 17 to 8. This phenomenon shows that the SL has more dominant uses of meaning domain than the TL.

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Tabel 16. The one-word shift from TL into the meaning domain in SL

No	One word meaning in TL	Meaning domain in SL	Source
1	ingin	*want, going to ask*	73, 74, 58, 66.
2	pujian	*complements, praise*	110, 109
3	keberhasilan	*success, roses, remarkable*	42, 55
4	harapan	*hope,expect*	302, 304, 305
5	sedih	*miserable, sad*	387
6	bodoh	*idiot, bad, dumb*	185,187, 234
7	memperlihatkan	-	
8	penghargaan	*a tribute, recognition, appreciation.*	68, 40, 41, 48, 39
Total	8	17	

The table shows a shift from one meaning in TL into domain meaning in SL. In short, the LT is more likely to use the extension of meaning, and the distribution of meaning shift to the meaning domain can be seen in Table 17.

Tabel 17. Distribution of one-word shift in TL with domain meaning in SL

No	One word shift in TL into the domain meaning in SL		Total
	One meaning in TL	Domain meaning in SL	
1	1	2	3
2	1	2	3
3	1	3	4
4	1	2	3
5	1	2	3
6	1	3	4
7	1	0	1
8	1	3	4
Total	8	17	25

The distribution of the shift from one meaning to the domain meaning indicates that TL is more dominant in using the domain meaning. There are nine shifts from TL to SL. There are eight shifts in TL and 17 in SL.

Table 18. The quantity of one-word shift in TL with the domain meaning in SL

Lexical Cohesion		
One word in TL and domain meaning in SL		Total
SL	TL	
17	8	25

The percentage of frequency also changes; the percentage of lexical cohesion in one word in TL with the domain meaning in SL is 32% in BT and 68% in SL.

Table 19. The percentage of shifts for one meaning in TL with the domain meaning in SL

Lexical Cohesion		
One word in TL and domain meaning in SL		Total
SL	TL	
68%	32%	100%

The frequency of shift in lexical cohesion from one word in TL into domain meaning SL is 32% in TL and 68% in SL. The SL has a more dominant shift from one word in TL than domain meaning in SL.

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DISCUSSION

Shift in antonymy

Analysis of the shift in antonymy is done to get how significant a shift occurs in the process of translating from SL into TL. The SL uses more antonyms than the TL even though there is a minor shift, and this proves that the equivalence in TL is almost perfect.

Table 20. Shift in antonymy

No	SL/ TL	Antonymy	Source
1	*Hated* 'membenci'	*Love* 'menyayangi'	11, 13, 15, 17, 19, 20, 22
2	*send out* 'kirim keluar'	*came back* 'datang kembali'	
3	*Sow* 'tabur.'	*Reap* 'tuai'	25
4	*Give* 'berikan'	*Get* 'peroleh'	26
5	*Positif* 'positif'	*Negative* 'negatif'	46
6	*good, beautiful* 'baik, cantik'	*Baik* 'buruk'	10, 58, 51
7	*Hated* 'benci, membenci'	*love, delighted* 'menyayangi, senang'	-
8	*Back* 'kembali'	*Come* 'datang'	14, 7
9	*Little* 'kecil'	*Bigger* 'besar'	15
10	*send out* 'kirim keluar'	*comes back* 'datang kembali'	24

Table 21. The total amount of shifts in antonymy

Shift in antonymy					
SL/TL		Antonymy		Total	
SL	TL	SL	TL	SL	TL
20	18	18	20	38	38

There are 20 shifts in antonymy in SL and 18 ones in TL, and there are two kinds of variations either in SL or in TL. The percentage of frequency also changes; the rate of a shift in antonyms is 47.3% in TL and 52.75% in SL.

Table 22. Percentage of a shift in antonymy

Shift in antonymy					
SL/TL		Antonymy		Total	
SL	TL	SL	TL	SL	TL
52,7%	47,3%	47,3%	52,7%	100%	100%

Shift in collocation

Collocation refers to the use of formal lexis based on collocation or to the concept that allows two different words having different meanings unite to realize one purpose

Table 23. Shift in collocation

No	SL	TL	Source
1	*Background (kl)*	latar belakang (kl)	5
2	*Hillside (kl)*	lereng bukit (kl)	18
3	*Smiled broadly (kl)*	tersenyum lebar (kl)	60
4	*Thank you (kl)*	terima kasih (kl)	61, 69
5	*Excuse me (kl)*	Maaf	64
6	*Walked in (kl)*	Masuk	66
7	*Taken over (kl)*	mengambil alih (kl)	68
8	*Upstairs*	lantai atas (kl)	70
9	*ever sit (kl)*	Pernah ada (kl)	71
10	*Ever sit (kl)*	menggantung bulan (kl)	73

There are 14 words in SL that are not collaborated (in the table, they are not indicated with [kl]), and when they are transferred into TL, they become collocated; so, there are 14 shifts in TL.

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CONCLUSIONS

Translation involves two languages, and each language has a different system, culture, and ideology. Translation produces the most commensurate messages and is inseparable from the shift and its equivalence. It is found that there is perfect equivalence, that is, amounting to 714 words which become dominant, leading to the expansion of the meanings; the number of 367 words are eliminated and resulted in narrowing the level of word equivalence; the source language does not have the equivalent word to replace up to 65 shifts in the level of words, phrases, clauses, and sentences.

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