

CHAPTER 1

INTRODUCTION

1.1. Background of the Study

Translation is the process of transferring a text from one language to another, involving more than just word replacement to maintain its meaning. According to Catford (1965:20), translation is “the replacement of textual material in one language (SL) by equivalent textual material in another language (TL).” In line with this, Brislin (1976) stated that translation is a general term referring to the transfer of thoughts and ideas from one language to another, whether in written, spoken, or any other form (Pahamzah, Barathayomi and Setiawati, 2020). Catford (1965) defined translation within the context of written texts, whereas Brislin (1976) offered a broader definition that includes various forms of language, including sign language. Although differing in scope, both definitions emphasize that the translation process involves changes in form, structure, and linguistic style to achieve equivalence in the target language, specifically including the translated text.

An accurate translation must retain the original meaning of the source language while ensuring accuracy in the target language. In achieving equivalence meaning, shifts in the translation process often occur, which are known in translation studies as “translation shift.” This is a concept introduced by Catford in translation theory and is one of the techniques applied in translation studies. According to Catford (1965:73), translation shifts refer to changes or shifts that occur during the translation process, diverging from formal correspondence. The term “formal correspondence” here refers to the equivalence of linguistic categories between two different languages, including unit, structure, class, and level as explained by Catford (1965:27). The researcher chose this theory due to it offering a clear approach to understanding and identifying shifts in translation works, especially in the translation from Indonesian to English subtitles.

According to Catford (1965:73-79), translation shifts can occur in various types, namely level shift, structure shift, class shift, unit shift, and intra-system shift. Level shift often refers to a shift between the grammatical and lexical levels, whereas structure shift occurs at a time there is a shift in grammatical structure between the source language (SL) and the target language (TL) (Catford, 1965, p. 73). Class shift involves a shift in word class, such as from a noun to a verb, while unit shift refers to a shift in linguistic units, for instance, from a phrase to a clause (Catford, 1965, p. 78-79). Intra-system shift, on the other hand, occurs within the same grammatical system, although it involves a different form, such as shifting from singular to plural, even though both languages possess a plural system (Catford, 1965, p. 79-80). The researcher chose Catford's theory of translation shift due to its clear approach in understanding and identifying shifts. In addition, the researcher considers Catford's theory as comprehensive and systematic, as it specifically allows for a structured analysis of the translation results and helps identify the types of shifts specifically, that arise due to linguistic differences between languages.

Although Catford's theory of translation shift is often considered as a classical theory, it still offers a complete and varied classification of shifts from level to intra-system shifts, which proves useful in conducting specific shift analyses. Furthermore, this theory is rooted in fundamental concepts that remain relevant in modern translation analysis, as evidenced by recent studies highlighting its effectiveness, one of which was conducted by Latifah, Baharuddin and Udin (2022). Translation shift has two major types: level shift and category shift (Catford, 1965, p. 73). Among these two, the researcher applies one of the subcategories of category shift. This application aims to explore and analyze a more specific type of translation shift.

Category shift refers to changes or deviations in translation from formal correspondence, indicating a change in linguistic category during the translation process (Catford, 1965, p. 76). The researcher chose this category shift due to its complex and various types in which allows the researcher to analyze the data

further. This type comprises several subcategories, namely structure shift, class shift, unit shift, and intra-system shift, as introduced by Catford (1965, p. 77-79). Among these subcategories, the researcher focuses this research on unit shift as the main theoretical basis for analyzing the research objects, as it plays an important role in the translation process. Unit shift allows translators to adjust the linguistic units between the source and target texts flexibly, as explained by Syafaatun (2020). Unit shift involves changes in the unit level of language such as morphemes, words, phrases, clauses, and sentences, which are often necessary to ensure fluency and clarity in the target language. This reason is the basis for the researcher's choice of category shift, particularly unit shift, as it enables translators to translate content using a greater or smaller number of words, as evidenced in the findings of research regarding unit shift by Permana (2017).

According to Catford (1965:79), unit shift refers to deviations or changes from formal correspondence in the translation process, resulting in different linguistic units between the source and target languages. Similarly, Chasterman emphasizes that the levels involved in unit shift include morphemes, words, phrases, clauses, sentences, and paragraphs (Agistiawaty, 2019). Below are several examples of unit shift (Fitria, 2020):

- “You mean a stranger who doesn't return home for years?” (SL) – “Maksudmu orang asing yang tak pulang selama bertahun-tahun?” (TL).
- “Fight like a tigress” (SL) – “Berjuanglah seperti macan betina” (TL).

These examples show translation shifts of the unit shift. In the first example, the word “stranger” from the source language stands as a single word, whereas it is translated into “*orang asing*” in the target language, indicating a shift from a word to a phrase. Similarly, in the second example, the word “tigress” is translated as “*macan betina*,” which reflects a shift from a word to a phrase. These examples show how the number of words differs between the source and target languages in order to achieve meaning equivalence.

Unit shift has an important role in translation as it allows the translator to adjust the number of words or punctuation in the source text. This process contributes to a translation that is more readable and natural. The researcher chose to analyze unit shift because this type of shift enables translators to convey the intended message more effectively and contextually, considering various aspects that may not be appropriately captured through literal translation, which includes adjusting the number of words in the target language, as explained by Larson (1998) in Agistiawaty (2019). Moreover, this shift type significantly contributes to clarifying meaning and contextualizing discourse through word addition or reduction, thereby preserving a natural tone, as explained by Larson (1998), Nida and Taber (1982) in Agistiawaty (2019). Additionally, the classification of this type of shift plays a crucial role in enhancing understanding and awareness that differences between the source and target languages may necessitate changes in linguistic units, as explained by Larson (1998) in Agistiawaty (2019).

This research uses the movie *Home Sweet Loan* (2024) as the data source by analyzing its subtitle translations. The researcher chose this movie due to the fact that its storyline addresses issues that remain relevant to society at present, and it is a relatively recent production, released in 2024, close to the time this research is conducted. In terms of popularity, *Home Sweet Loan* (2024) successfully attracted 1.7 million viewers within a month of its theatrical release due to its socially relatable theme (Salma, 2024). Furthermore, from an academic perspective, the movie's language reflects a modern era, making it relatable to the time of this research and presenting the potential for nowadays expressions in the source language as spoken in the movie's dialogue.

In its subtitles, the researcher observed that the Indonesian subtitles frequently shift the dialogue from informal, everyday Indonesian language to more formal Indonesian language. This presents a challenge for translators in translating informal Indonesian language (SL) into English language (TL), which requires adjustment in tone and style to suit the target language. Furthermore, the movie is adapted from a popular novel of the same title, which serves as an additional reason

for the researcher to examine it, how the language was adjusted to reflect real-life contexts.

1.2. Statement of the Problem

1. What rank of unit shift may occur in translating an Indonesian movie dialogue into English subtitles?
2. How does the result of the English subtitle translation fall into the category of unit shift?

1.3. Purpose of the Study

1. To find the type of unit shift rank that occurs the most in translating an Indonesian movie into English subtitles.
2. To find how the translation can indicate the occurrence of a unit shift in translation.

1.4. Significance of the Study

The researcher hopes that the findings and results of this research will be useful for:

1. Practically:
 - (1) This research can be beneficial in helping beginners who are starting their journey as translators by providing insights into the common unit shift in translation.
 - (2) The analysis in this research can be a useful guide for beginner translators to improve their translation skills, especially in handling unit shifts effectively.
 - (3) By analyzing unit shifts in subtitles, this research can arise public awareness of the importance of quality translation and how language shifts affect their understanding of the movie's story.

2. Theoretically:

- (1) This research will be beneficial for beginners who want to understand the concept of translation shift, specifically unit shifts, in the process of translating from Indonesian to English.
- (2) The findings of this research can serve as a reference for beginners to comprehend how linguistic unit changes impact meaning in the target language.
- (3) By dissecting the translation results of a translator on the subtitles of the *Home Sweet Loan* movie, which is used on Netflix, this research can be useful for the study of translation shift in seeing the existing translation shifts, especially from Indonesian to English.

1.5. Methodology of the Study

The researcher used qualitative research. Moleong (2012) stated that qualitative research is a method aimed at producing descriptive data in the form of written narratives (Agustini et al., 2023, p.18). Referring to this definition, the data analyzed in this research are presented in a written narrative analysis based on the theories used to examine the data. The use of several theories related to unit shifts in translation and linguistic units serves to analyze the research findings, which aligns with Creswell's (2018), that qualitative research provides comprehensive explanations using theoretical frameworks and perspectives (Agustini et al., 2023, p.54). The researcher identified all findings that emerged from the research object based on the perspectives of the theories used, as previously mentioned.

On the other hand, based on its characteristics, qualitative research positions the researcher as the key instrument, which means the data collection is conducted independently and does not rely on questionnaires (Creswell, 2013, p. 53). Referring to this first characteristic, the researcher collected data independently through an examination of the movie and its subtitles as primary data, without relying on input from subjects such as questionnaires or other equivalent forms.

Additionally, qualitative research involves collecting data from various types of data or sources, rather than relying on a single type (Creswell, 2013, p. 53). In line with this second characteristic, the researcher used multiple types of data, including the movie visualization as a depiction of the narrative, the movie's audio as the source language, the Indonesian subtitles to provide clarification regarding the spoken dialogue in terms of capitalization and punctuation, and the English subtitles, which are analyzed in this research.

1.5.1. Research Design

This research employed a document study approach. According to Danial, document study involves the activity of collecting various documents required as data material to be examined in accordance with the research problem (Perdana and Fararisti, 2020). This research used various types of documents, both written and visual, which serve as the primary materials to be analyzed in depth in order to gain a more comprehensive understanding of the object of research. Furthermore, in line with the explanation regarding written material by Abdussamad (2021:93), the researcher in this research emphasized the analysis of written materials in the form of English subtitles translated from Indonesian.

The types of documents used in this research include a movie titled *Home Sweet Loan* (2024), Indonesian subtitles (Netflix), and English-translated subtitles (Netflix). Sugiyono (2017:240) outlined several types of documents that fall under document studies, including written texts, images, films, and works of art. As a further explanation regarding this definition, Perdana & Fararisti (2020) categorized these works into: (1) artistic works such as drawings, sculptures, movies, and others; (2) written forms like diaries, biographies, regulations, and other written materials; and (3) visual forms such as sketches, photographs, and others. To support the statement from Perdana & Fararisti that audiovisual materials, in which movies are considered documents,

Merriam & Tisdell (2016) stated that documents in qualitative research include visual sources such as movies (Morgan, 2022).

Based on the definitions and explanations in the previous paragraph, this research utilized several documents such as the movie as a visual representation to understand the context of the story and the source language dialogue (works of art), the Indonesian subtitles to examine sentence fragments and punctuation (written texts), and the English subtitles (written texts) to analyze the translation results from the Indonesian language dialogues (SL) to the English subtitles (TL) regarding unit shift in translation.

1.5.2. Object of the Research

This research aims to identify the unit shift that appears in the subtitles of the movie *Home Sweet Loan* (2024) on Netflix. The analysis was conducted by examining the Indonesian dialogues (SL) and comparing them with the English subtitles (TL). By observing these shifts, the researcher focused on identifying the types of unit shifts that occur. The Indonesian dialogues and the English subtitles on Netflix serve as the main objects of this research.

1.5.3. Data Collection

This section presents the data collection procedures of this research. The researcher used an observation technique to collect the data. The researcher solely focused on the main characters, Kaluna, Danan, Miya, and Tanish. Patton defined observation as a data collection method that is accurate and specific, used to gather information about all activities that become the object of research (Putri, 2021). In this context, observation means directly examining an event or behavior within its natural setting to gain a deep and clearer understanding. Spradley (1980) outlined three stages of data collection using the observation technique: (1) descriptive, (2) focused, and (3) selective (Sugiyono, 2017, p. 230). Furthermore, Spradley's (1980) explanation is elaborated in more detail as follows (Sugiyono, 2017, p. 230-231):

1. Descriptive observation: At this stage, the researcher observes the data sources in an exploratory manner (grand tour) without bringing any predefined problems. During this phase, the researcher gains a general overview.
2. Focused observation: This phase marks the point at which observation begins to concentrate on specific components (mini tour observation). After obtaining a general overview, attention is directed to particular aspects considered important. Observation is then conducted on more specific elements.
3. Selective observation: In this stage, observation is deepened and directed toward the previously identified focus. The process is carried out in a more detailed and systematic way to identify patterns, variations, and unique characteristics.

Observation, according to Fraenkel and Wallen (1993), is a data collection method conducted by seeing, listening, and noting (Elfianis, 2023). In line with Fraenkel & Wallen's explanation, this research observed the research object through an active observation process, including visual observation to watch the movie *Home Sweet Loan* to understand its storyline and contextual elements, auditory observation to listen to every Indonesian-language (SL) dialogue spoken by selected subjects (Kaluna, Danan, Miya, and Tanish), and note-taking to take notes of each piece of data under the applied theoretical framework. Additionally, Abdussamad (2021:147) explained that observation is a data collection technique carried out intentionally by observing the research object and noting the results of the observation.

The researcher viewed that the three stages of observation proposed by Spradley (1980) in Sugiyono (2017:230-231) needed to be expanded with an additional stage. The final stage among the three ended with a focus on the specific objectives of the observation; however, it remains limited to the internal analytical process of the researcher. Therefore, the researcher added a further stage in the form of a systematic note-taking technique to note and classify the

data into categories of observational findings in a more structured manner. This additional stage refers to the definition by Fraenkel and Wallen (1993) in Elfianis (2023), and is supported by Abdussamad (2021:147), emphasized that the process of data collection through observation ends with noting as a finalization. Accordingly, the researcher presented four stages of observation in this research, referring to the three stages by Spradley (1980) in Sugiyono (2017), Abdussamad (2021), and Fraenkel & Wallen (1993) in Elfianis (2023), resulting in the following four observation stages:

1. Descriptive observation stage: The researcher watched the movie *Home Sweet Loan* three times to understand its storyline and context. In this stage, visual and auditory senses were used to grasp the content of the movie more effectively.
2. Focused observation stage: The researcher began examining the Indonesian dialogues and their English subtitles by watching the movie twice, aiming to identify potential translation shifts. This step involved analyzing translation outcomes and segments that might have been rendered in longer or shorter forms, as well as the addition or omission of punctuation.
3. Selective observation stage: The focus was directed toward each unit shift (morpheme, word, phrase, clause, and sentence), and data were collected using relevant linguistic unit theories. During this stage, data were collected directly by watching *Home Sweet Loan* along with its English subtitles on Netflix. The researcher observed every spoken dialogue segment while paying attention to punctuation and sentence structure in the Indonesian subtitles available on Netflix. The Indonesian subtitles were primarily used as a reference for sentence segmentation and punctuation, as they tend to be more formal (have complete punctuation marks and formal form) and do not fully reflect the actual spoken dialogue (in which the actual Indonesian dialogues are informal). At the same time, the movie was paused at every dialogue line to compare the original Indonesian utterance with its English translation.

The analysis was conducted at the sentence level, marked by capital letters at the beginning and punctuation marks (a full stop, an exclamation, or a question mark) at the end.

4. For the final, all collected data were noted using the note-taking technique. During the data collection process, the researcher used digital notes that were systematically organized into several categories: (1) sequence number based on the time of appearance; (2) type of unit shift including the type of rank; (3) name of the character speaking; (4) source language dialogue; (5) target language subtitle; and (6) timestamp of the dialogue.

1.5.4. Data Analysis

The type of analysis used in this research is content analysis. According to Holsti, this is an analysis method that involves identifying specific characteristics in order to draw systematic conclusions. Based on this definition, the researcher analyzed the data found in the dialogues of the *Home Sweet Loan* movie and its English subtitles by following several stages of content analysis. These stages, as outlined by Sitasari (2022) in Sianipar et al. (2025), consist of six steps: (1) formulating research questions and hypotheses, (2) collecting data sources, (3) creating categories used in the analysis, (4) noting a sample of selected documents and coding, (5) creating scales and items based on certain criteria for data collection, (6) interpreting the data obtained.

Initially, the researcher formulated two research questions that served as the foundation for exploring the focus of the research, as outlined in section 1.2. The data were then collected through observation techniques conducted in several stages until data relevant to the research objectives were obtained, as described in section 1.5.3. Subsequently, the researcher coded the data based on categories of unit shifts as defined in translation theory, such as shifts from morpheme to word, word to phrase, or phrase to clause, clause to sentence, and others, as shown in Table 3.1.a. The results were then organized according to

these categories, as presented in Table 3.1.b. In the final stage, the researcher interpreted the data findings in relation to unit shifts in translation.

Furthermore, Holsti emphasized that this analytical method is objective (Sianipar et al., 2025). Accordingly, the researcher followed the procedures applied by previous research to draw similar conclusions through a systematic process. In line with this, Sianipar et al. (2025) explained that objectivity in this context refers to research procedures that can be replicated by other researchers, while systematicity means that the categories are determined based on specific rules to avoid bias.

1.6. Scope and Limitation of the Study

This research focuses on the analysis of translation shifts, particularly unit shifts that occur in the process of translating Indonesian-language dialogue (as the source language) into English subtitles (as the target language). The research data were directly obtained from the subtitles of the *Home Sweet Loan* (2024) movie on Netflix, in both Indonesian and English versions. The researcher used the Indonesian dialogue spoken by the characters in the movie as the primary focus for analyzing the translation shifts that occurred. The Indonesian subtitles (written text) were only used to observe punctuation marks that could not be derived from the audio dialogue. Furthermore, the researcher limited the target language data solely to the English subtitles of the movie as provided on Netflix.

The analysis of the source language is focused on the dialogues of four main characters, namely Kaluna, Danan, Miya, and Tanish. These four characters were selected due to approximately 65 characters appearing in the English subtitles. To limit the number of subjects analyzed and maintain research efficiency, the researcher decided to focus solely on these four main characters. This was done to ensure a more focused and manageable analysis, without extending it to characters with minimal screen time.

In the discussion section, the researcher limited the discussion section in Chapter 3 to a maximum of five data for each type of unit shift found in the dialogue of the four main characters. This limitation was imposed due to number of data for each type of unit shift varied; some types had more than five data, while others had fewer. To avoid an overly lengthy discussion and to maintain time efficiency, the researcher analyzed a maximum of five data samples for each unit shift type that exceeded five occurrences. Meanwhile, for unit shift types with fewer than five data points, all data were analyzed in full.

Additionally, the researcher focused the analysis of unit shifts on the theory proposed by Catford (1965). To narrow the theoretical scope and support data classification, the analysis at the morpheme, word, phrase, and clause levels refers to linguistic unit theory by Kridalaksana (1982). However, for the sentence level, the researcher opted to use the theory from Davidson (2002). This decision was made due to Kridalaksana's theory presents similar definitions for clauses and sentences, making it challenging to clearly distinguish between unit shifts. Meanwhile, Davidson offers a more distinct and significant definition, thus facilitating the classification of shifts between clauses and sentences in this research.

1.7. Status of the Study

Research on unit shift and its impact has been widely conducted in various contexts, particularly in audiovisual and literary translation. These shifts occur when language units change from words to phrases, phrases to clauses, or vice versa, potentially affecting the structure and meaning of the translated text. Although many studies have examined this phenomenon, further exploration is needed to understand how unit shifts impact the translation process across different types of texts, especially in the context of film adaptation. The researcher has identified several relevant studies, which are discussed in this section to assess the gap in this research.

The first research that aligns with this research is titled “Alih Kode dan Campur Kode dalam Novel “Home Sweet Loan” Karya Almira Bastari,” conducted by Novitasari et al. (2024). Their research examines the phenomenon of codeswitching and code-mixing in the novel *Home Sweet Loan* by Almira Bastari, focusing on the use of Indonesian and English in character dialogues. The research aims to identify the types of code-switching and code-mixing present and the factors influencing them, such as culture, character background, and urban life influences. The researcher found that this research is one of the most relevant linguistic studies; however still presents a significant gap from the current research. The gap lies in the data source, as the previous research analyzed a novel, whereas this research focuses on subtitles from the film adaptation of the novel. Furthermore, this research has a gap by examining a similar linguistic phenomenon with a different theoretical approach.

The second research is a thesis with a similar theoretical foundation and methodology titled “The Analysis of Students’ Ability in Translating Current News Viewed from Category Shift of Catford Theory” by Permana (2019). His research employs Catford’s category shift theory to investigate the translation abilities of fifth-semester students in the TBI program at IAIN Bengkulu, specifically in translating the news article “Anti-Ahok Protesters, Opposition Camp Mark 212 Rally Anniversary” from *The Jakarta Post*. The focus is on assessing students’ competence in applying this theoretical framework during the translation process. Although his research shares theoretical similarities with this research, there is a notable gap in its scope, particularly in its application to film subtitles. This research fills the gap by providing a more detailed analysis of *unit shift* occurrences, specifically in subtitles, considering the context of audiovisual translation.

The third relevant research is titled “A Linguistic Study on the Translation of Parvin E’tesami’s Poems into English Using Catford’s Category Shifts,” conducted by Eskandari et al. (2019). Their research aims to analyze the English

translation of Parvin E'tesami's poetry by Alaeddin Pazargadi, focusing on structural elements such as verbs and nouns. The theoretical framework is based on Catford's category shift theory (1965), which emphasizes linguistic shifts in textual elements. Their primary objective is to determine the most frequently applied category shifts and provide deeper insights into the structure of the source text. A major difference between their research and this research lies in the data source-poetry versus movie subtitles. Since poetry employs figurative and artistic language, while movie subtitles reflect daily spoken language, their research differs significantly from this one. Additionally, the addition of a focus solely on unit shift in this research makes it a unique exploration compared to their research, which also integrates other linguistic elements.

The fourth research that closely aligns with this research is titled "Transposition Translation Techniques and *Unit Shift*: A Case Study on Restaurant Menus" by Rachmawati (2018). Her research examines unit shift in translation techniques found in restaurant menus, applying translation shift theory. However, there is a gap between her material research and this research. The researcher found that her material focused on restaurant menus, which directly refers to culture and food terminology. While this research examines films, where language is used more broadly and complexly in everyday contexts, the researcher considers this gap significant as it brings a different scope to the analysis of unit shift.

From the previous research, this research shares similarities in its focus on film-related data while differing in its theoretical applications. Some prior researches emphasize category shifts in poetry translation, which involves figurative language, or assesses translation shifts based on Catford's shift theory. Moreover, the differences in source and target language, English as the source language and Indonesian as the target language, further distinguish this research. Consequently, this research addresses gaps in previous studies by examining unit shifts through a more comprehensive lens, incorporating a detailed analysis of shifts in the context of movie subtitles.

1.8. Organization of the Study

This section outlines the structure of this research or the organization of its content. Each chapter is briefly described based on its focus, starting from the introduction to the conclusion. The researcher organized this research as follows:

Chapter 1 is the Introduction part which consists of the background of the study, statement of the problem, purpose of the study, significance of the study, methodology of the study, scope and limitation of the study, status of the study, and organization of the study.

Chapter 2 is the review of related literature, which consists of the definition of translation, the translation process, and the definition of translation shift and its types (level shift and category shift), the definition of word, the definition of clause, and the definition of sentence.

Chapter 3 presents the findings and discussion, focusing on the analysis of unit shifts found in the data from the four main characters in the movie *Home Sweet Loan* (2024), namely Kaluna, Danan, Miya, and Tanish. This section examines the types of unit shifts in the dialogues of these main characters. It provides a detailed explanation of how each translation falls into the category of unit shift and identifies the specific type of unit shift involved.

Chapter 4 is the conclusion and suggestion. Conclusion explained about the final result from chapter 3 in this research and answers the questions in chapter 1, and suggestions explained about the function of this research for the readers as their references.

References is the section that contains the list of references used as the theoretical foundation and sources cited in the study. All listed sources are drawn from relevant and reliable literature, including books, journals, online articles, and other academic materials. The references are formatted according to the applicable citation guidelines.

Appendix is the section that contains the materials in the form of English and Indonesian subtitles from the movie *Home Sweet Loan* (2024). These subtitles serve as the primary data for the analysis in this research. The appendix is provided to present direct examples of the dialogues analyzed in the findings and discussion chapter.