

## Category shift and its meaning shift in the translation of ANTARA news' press releases

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Article Info	Abstract
<b>Article History:</b> Received 27 July 2022 Approved 31 October 2022 Published 31 October 2022	This research aimed to investigate the types, the most dominant types of category shifts, and meaning shifts that occurred in the category shift found in the English to the Indonesian press releases on ANTARA news. The descriptive qualitative was used to investigate the data. The theories were applied, namely Catford (1965) and Simatupang (2000). Furthermore, this research took three samples of the press releases on ANTARA news. The data were taken from looking at the official website of ANTARA news. Then, the data were put in the table consisting of SL and TL. After resolving the analysis of each category shift, the researcher found 306 data. Structure shifts occurred to the number of 139 data or 45 %, intra-system shifts were 85 data or 28 %, unit shifts were 72 data or 24 %, and class shifts occurred are 10 data or 3 %. The most dominant category shift was structure shift. Furthermore, the result of meaning shifts, there were 300 data or 98% for no meaning shift. The result of the specific to generic and vice versa as well as the cultural point of view had 3 data or 1% for each type.
<b>Keywords:</b> ANTARA News, category shift, translation shift, meaning shift press release	

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## INTRODUCTION

There are some products made by Public Relations (PR). Press release is one of several products of public relations. It is a tool for PR to manage communication with the public (Gandariani, 2016). As in the essence of the task of Online Public Relations which refers to the use of the internet to communicate to the public using channels such as social media, blogs, and news sites, every event that has been completed by certain parties will urge Public Relations to make a press release that is sent to mass media. Through a press release, a company or an organization expects it to help in creating a good image for the

company. Furthermore, people who read press releases can know the advancement that a company makes by conveying the activities of the company. As stated by Kriyantono (2008), press releases are news about companies such as service activities, products, and activities of a company. Press releases can also be called new releases. Nurudin (2008) revealed that the mass media or press have the incredible power to transfer news about companies to the public. In today's era, mass media is increasingly accessible so that press releases can be used by companies as a tool to beautify the company image.

In the context of the press release itself, the text was made with a certain purpose. The most

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common purpose is propagandistic purpose. Maat (2007) stated that the usual characteristic of corporate discourse genres is the skewed viewpoint of information that is presented is favorable for the corporate. In short, the content of press releases most likely contains good news such as new products and services of certain corporations.

Nevertheless, in order to reach a broader audience, a press release can be translated into certain languages based on the related institution target's audience. Catford (1965) stated that translation is an operation concerning languages that must be carried out with considering a general linguistic theory. Specifically, it is a process of replacing a text in one language for a text in another.

However, there are several obstacles to translate from Source Language (SL) to Target Language (TL) accurately and naturally. Catford (1965) proposed a theory of translation shifts. Fouad & Sadkhan (2019) stated that translation shifts occur when a text is translated into another language considering the differences between the SL and TL or the translator's choices in translating. Therefore, translation acts as a bridge between SL and TL gap in either semantic or syntactic aspects.

ANTARA news as the source data in this research provides Indonesian translation for not only the news but also the press release. It totally helps the Indonesian reader that wants to read the press release in the Indonesian version. Yet, not all press releases have a translated version in Indonesian. Hence, the researcher looked at the press release which has two versions, namely the original (English) and translated (Indonesian) version.

Translation is the activity of interpreting the meaning of the text from the source text to the target text. It is an activity of rendering a message from the source text to the target text which is an essential thing in translation (Catford, 1965). Translation is a term related to the transfer of ideas and thoughts from Source Language (SL) to Target Language (TL). Translation can be in a written and spoken form which is then transferred to the target language to be read by the reader (Brislin, 1976). Other experts have an idea about translation, Nida

and Taber (1982) conveyed that translating can be done by reproducing a translation in the target language with the closest natural equivalent of the source language message. Bassnett (2002) stated that the essence of translation is not only transferring the text from Source Language (SL) to Target Language (TL) but is also a process of negotiation between cultures and texts. It can be concluded that translation is the process of transferring a message from the source language (SL) to the target language (TL) based on cultural aspects that cannot be ignored by the translator. Cultural aspects can affect the equivalent that will be chosen by the translator so the translator must pay attention to the cultural aspect to render the source language (SL) to the target language (TL) either in written or spoken form.

Because English and Indonesian have different language structures and language principles, it causes shifts. A shift occurs in the translation process from SL (Source language) to TL (Target Language). Discussing shifts, Newmark (1987) revealed that shift is a translation procedure that involves changing the grammatical elements from the source language (SL) to the target language (TL)..

Furthermore, Catford (1965) classified the translation shift into two types that are level shift and category shift. There are some types of category shifts such as level shifts, unit/rank shifts, class shifts, and structural shifts. As mentioned previously, Catford (1965) divided the translation shifts into two types that are level shift and category shift.

#### **Level shift**

This language shift is a shift from grammar to lexis. For instance: I haven't eaten (*Saya belum makan*). The grammar mark that is "haven't" is the abbreviation of "have not" which means "not yet" or something has not happened until that point but will possibly happen soon. Then in the TL, it translated into lexis is "*belum*" which means in the condition of not doing something yet. Specifically, in the sample context itself, it is in the condition of not eating yet.

**Category shift*****Structure shift***

Indicated by a situation where there are two languages that have different elements in the structure of those languages. For instance, there is a difference in the structure between the Indonesian sentence pattern and the English sentence pattern. For instance: innovative technology (teknologi inovatif).

***Class shift***

Class shifts can occur due to a shift in a part of speech in translation. Because the part of speech between one language and another may have many differences (part of speech frame). For example part of speech from different English and Indonesian words: Electrical engineering: (electrical: Adjective) translated into Bahasa, it becomes Teknik Listrik (Listrik: noun)

***Unit/rank shift***

This shift changes the rank. This shift changes the rank. It means there is a word that translated into another language becomes a phrase and vice versa. In addition, it occurs such as Phrase into word, clause into word, word into phrase, sentence into phrase, etc. The unit shift is classified into two kinds such as up-rank shift and down-rank shift. For instance: autumn (*musim semi*). The example includes an up-rank shift, from word to phrase.

***Intra-system shift***

There is a shift caused by the language that is different from the two languages involved. It includes the use of plural form and singular form. For instance: The houses are *nice* (*rumah itu bagus*). The houses are not rendered by (*rumah-rumah*) or changed to reduplication form by Indonesian principle.

The writers also would like to explore the meaning shift that occurred in the category shift phenomenon in the bilingual press releases. The meaning shift theory is from an Indonesian expert, namely Simatupang (2000) since the target language is Indonesian. Meaning shifts are divided into two kinds, they are specific meaning to generic meaning or vice versa, and shifts caused by cultural

points of view. Simatupang (2000) also states that sometimes there is no appropriate equivalent in the target language. Then, in translating a text, a translator needs to know about the cultural aspect of the target language. Hence, there is a meaning shift from the cultural point of view. If the translator understands the culture of the target language, the message will be more easily conveyed to the target readers. Hence, the translator basically wants to render the message as good as possible so that it can be easily accepted by readers.

There are several previous research that becomes the foundation of this research related to translation shift. Mobarakeh & Sardareh (2016) discussed how Catford's translation shifts can affect the level of readability in two Persian translations of the novel "1984" by George Orwell. Based on the analysis of the corpus and the results of the readability test, the findings of the study reveal that category shift, especially the structural shift, is one of the effective factors in the level of readability. In further research on translation shifts, Almutairi et al. (2020) conducted a research identifying the types of category shifts that have occurred and the most used one in the selected corpus is an article of BBC news entitled "North Korea 'preparing rocket launch', images suggest". Based on the results, all types of category shifts occurred in the translation with the most dominant shift is structure shift and the less frequent shift is class shift. Ultimately, it can be concluded that the most occurring type of translation shift in the text is structure shift. Relating to meaning shifts, Yuniarsih et al. (2022) held a research to discover the type of modulation and transposition and its process in a Manga entitled *Meitantei Conan* volume 61. The most dominant of transpositions data occurred is unit shift category, while the most dominant of modulations data occurred is reversal of terms category.

This study explored the category shifts that occur in ANTARA News' press releases, the most dominant category shift in ANTARA News' press releases. This study aimed to investigate the type of category shifts that occur in ANTARA News' press releases, to know the most dominant type of

category shifts in ANTARA News' press releases, and to investigate the meaning shift occurring in the target language. The meaning shift utilized the theory from Simatupang (2000).

Thus, this research gained the press release data from English (SL) to Indonesian (TL). Moreover, the data were taken from three press releases that could be accessed in ANTARA News, namely *Twenty Diplomats of 18 Countries Visited QI-ANXIN on the Morning of March 30, New Release of an NFT Gallery Feature from Link in Bio Tool "aboutme"*, and *Game Developer RisingWings Enters Global Blockchain Game Market with COMPETZ*.

## METHODS

Qualitative research is an umbrella term for the study of natural social life. The research design utilized in this translation research was descriptive qualitative. As stated by Saldana (2011), qualitative research can be used to analyze the documents. The data were taken from press releases. Furthermore, the form of the data is from words and phrases.

The data are from the shift occurring in the text of chosen press releases. Besides, the data source for SL was found on the ANTARA News English website version (en.antaranews.com) in the press release feature. In addition, the data of TL is taken from the ANTARA news Indonesia website version (www.antaranews.com).

Data collection aimed to find out the verification to answer the research questions. The data collecting technique was used by the researcher to opt samples out of data (Hadi, 1982). Furthermore, document analysis was used in this descriptive qualitative study. As stated by Boewen (2009), document analysis is a systematic procedure for reviewing and analyzing the document printed and electronic materials (transmitted via the Internet and computer-based). The document contains text (words) attached without the intervention of the researcher. Press release contains words so that it belongs to the document. Hence, document analysis was utilized in this study.

To analyze the data, the researchers organized, classified, and analyzed the unit of analysis of the category shift types and the meaning shift that occurred in three press releases on ANTARA news.

## RESULTS AND DISCUSSION

Based on the objectives of this study, three sample press releases were translated by the ANTARA news team. Furthermore, it was collected and classified based on the category shift model by Catford (1965) and the meaning shift theory by Simatupang (2000). The table below represents the frequency of occurrence of each type of category shifts and meaning shifts.

### The type of category shifts

This table shows the accumulation of category shifts that occurred in the three samples of the press releases.

**Table 1.** The Type of Category Shifts

No	Type of Category Shifts	Frequency	(%)
1	Unit/rank shift	72	24%
2	Structure shift	139	45%
3	Class shift	10	3%
4	Intra-system Shift	85	28%
	Total	306	100%

### Unit/rank shift

SL (Source Language)	TL (Target Language)
<i>Unlimited</i> ways to customize the look and feel of your "aboutme" page!	<i>Cara tak terbatas untuk menyesuaikan tampilan dan nuansa halaman "aboutme" Anda!</i>

Unlimited is derived from un + limited. It includes the derivational morpheme phenomenon that can change the meaning after adding the prefix -un (Yule, 2006). Unlimited is rendered by the translator with '*tidak terbatas*' which belongs to the up-rank shift. The rank shift is from a word into a phrase. The phenomenon occurs because the translator adjusted the equivalence in Indonesian. Un- means *tidak* or *tak* whereas limited means

*terbatas* (keep within a certain size, range, and time).

SL (Source Language)	TL (Target Language)
One of the diplomats asked in detail about the challenges faced and innovative technologies adopted by QI-ANXIN in securing the network for the <b>Winter Games</b>	<i>Salah satu diplomat bertanya secara rinci tentang tantangan yang dihadapi dan teknologi inovatif yang diadopsi oleh QI-ANXIN dalam mengamankan jaringan untuk Olimpiade <b>Musim Dingin</b>.</i>

This datum is the phenomenon of the word in the source language has been changed into a noun phrase. “Winter” is translated into a phrase that is ‘*Musim Dingin*’. In this case, the upward rank shift appears not because of the translator’s preferences but related to grammatical necessity.

#### Structure shift

SL (Source Language)	TL (Target Language)
COMPETZ will maintain a <b>healthy economy ecosystem</b> , with plans to expand options for users through ...	<i>COMPETZ akan menjaga <b>ekosistem ekonomi yang sehat</b>, dengan rencana untuk memperluas opsi bagi pengguna melalui...</i>

This shift involves a grammatical structure change between Source Language (SL) and Target Language (TL). The datum ‘*healthy economy ecosystem*’ includes the noun phrase structure. The noun phrase in English principle lies in the last part of the noun phrase constructed. Besides, in the Indonesian principle the head noun of the noun phrase construction is located in the early location ‘*ekosistem ekonomi yang sehat*’ Therefore, there is a structural shift between the Source Text (ST) and Target text (TT). If we look at word by word, it was translated to maintain the pure meaning.

SL (Source Language)	TL (Target Language)
Leverage <b>your wallet</b> to complete the importing process at all once without any hassle.	<i>Manfaatkan <b>dompet Anda</b> untuk menyelesaikan proses impor sekaligus tanpa kerumitan.</i>

When the grammatical form of the SL and TL shifts it is called structure shift. It is a noun phrase. Either English or Indonesia has a different principle about noun phrase construction. The noun phrase structure of ‘your wallet’ is ‘modifier + head’. Meanwhile, in the TL, the translation to be ‘*dompet Anda*’ has the structure ‘head + modifier’. Therefore, the translator used the right Indonesian language principle of constructing noun phrases. Likewise, there is no meaning shift here because there is specific to generic meaning and vice versa, even from the cultural point of view. The source language was translated well into the target language.

#### Class shift

SL (Source Language)	TL (Target Language)
A report released by UAE cybersecurity firm DarkMatter shows that three-quarters of oil and gas companies in the Middle East have some forms of cybersecurity <b>vulnerabilities</b>	<i>Sebuah laporan yang dikeluarkan oleh perusahaan keamanan siber UEA DarkMatter menunjukkan bahwa tiga perempat perusahaan minyak dan gas di Timur Tengah <b>rentan</b> terhadap keamanan siber</i>

Class shift means there is a different part of speech in the ST and TT. In this case, the translator renders ‘vulnerabilities’ It is a noun that is constructed by adding the suffix ‘-ties’ (the plural form from ‘-ty’). This datum refers to the condition of cybersecurity. Yet, in the target text, it was translated by changing the class of words from a noun into an adjective. Even though there is a class shift here, the translator did not change the meaning of ‘vulnerabilities’.

SL (Source Language)	TL (Target Language)
QI-ANXIN shared the solutions, products and services for building national-level cybersecurity systems in the fields of energy, finance, <b>industrial</b> control and critical	<i>QI-ANXIN berbagi solusi, produk dan layanan untuk membangun sistem keamanan siber tingkat nasional di bidang energi, keuangan, kontrol <b>industri</b> dan infrastruktur informasi penting.</i>

information  
infrastructure.

The phenomenon here is an absolute noun phrase. 'Industrial control' is translated into 'industrial control'. Industrial is a modifier of control. Industrial is formed by the derivational morpheme, namely suffix 'al' and derived from the word 'industry' (noun). Derivational morpheme can change the class of words. Therefore, industrial is translated into '*industri*' is a change in word class from adjective to noun which the translator tries to fulfill the requirements of a noun phrase in Indonesian. 'Industrial control = adjective as a pre-modifier + head noun become '*kontrol industri* = head noun + noun The meaning of the source language and the target language both refer to and emphasize the industrial or the activity of processing or processing goods using facilities and equipment.

#### *Intra-system Shift*

SL (Source Language)	TL (Target Language)
As a technology-driven company that boasts world-class capabilities...	<i>Sebagai perusahaan berbasis teknologi yang membanggakan kemampuan kelas dunia...</i>

All languages have a system that is different from each other. The system that must be taken into account such as numbers, verbs, articles, etc. (Putri, 2019). This datum belongs to the number system that is different between English and Indonesian. The ST constructs the plurality form of '*capability*'. Besides, it becomes a singular form if it is translated into Indonesian '*kemampuan*'. '*Capability*' is the power or ability to do something whereas '*kemampuan*' means the ability that exists in humans can also be called potential.

SL (Source Language)	TL (Target Language)
There are unlimited options to choose from.	<i>Ada opsi tak terbatas untuk dipilih.</i>

In SL, the plural form can be identified as commonly followed by the suffix -s/-es (inflectional morpheme) in words. In this datum, the word 'options' is the form of a plural noun.

However, the word 'options' is translated into a singular noun that is '*opsi*' in TL. Eventually, this difference in the formation of plural and singular words leads to the existence of an intra-system shift. In addition, there is no meaning shift here. It is caused because it is the integration phenomenon that happened in Indonesian. 'Opsi' is derived from options.

#### The type of meaning shifts

This table shows the accumulation of meaning shifts that occurred in the category shifts.

**Table 2.** The Type of Meaning Shifts

No	Type of Category Shifts	Frequency	(%)
1	Generic to specific vice versa	3	1%
2	Cultural differentiate point of view	3	1%
3	No shift	300	98%
Total		306	100%

#### *Generic to specific and vice versa*

SL (Source Language)	TL (Target Language)
RisingWings is a South Korean game development studio focused on creating mobile games that are loved and enjoyed by all.	<i>RisingWings adalah studio pengembangan game Korea Selatan yang berfokus pada pembuatan game seluler yang disukai dan dinikmati oleh semua orang.</i>

The datum belongs to a higher unit/rank shift from word into a noun phrase. Therefore, The meaning shift can occur in the unit/rank shift. 'All' can represent many points of view or refer to things and people so that it can be defined as a generic meaning. 'All' means the complete amount or number. Then, the translator renders 'all' into '*semua orang*' which is more specific to people.

#### *Cultural differentiate point of view*

SL (Source Language)	TL (Target Language)
In 2021, QI-ANXIN participated in the	<i>Pada tahun 2021, QI-ANXIN berpartisipasi</i>

cybersecurity construction of critical infrastructure sectors and <b>important government agencies</b> in Indonesia, Algeria, Angola, Ethiopia, and other countries.	<i>dalam pembangunan keamanan siber di sektor infrastruktur penting dan instansi pemerintah penting di Indonesia, Aljazair, Angola, Ethiopia dan negara lainnya.</i>
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Agency is a business or organization established to provide a particular service, typically one that involves organizing transactions between two other parties, for instance: "an advertising agency". The datum belongs to meaning shift in cultural point of view. The problem is that in Indonesia, the word agency tends to give the impression of 'private ownership', while 'agency' belongs to the government. The context of the word "agencies" seems to refer to 'important government-owned companies'. Hence, there is a meaning shift in the terminology used.

#### *No shift*

SL (Source Language)	TL (Target Language)
Showcasing your NFT <b>collections</b> in the NFT Gallery is now possible through a seamless integration with the world's largest NFT marketplace, OpenSea.	<i>Menampilkan <b>koleksi NFT</b> Anda di Galeri NFT sekarang dimungkinkan melalui integrasi tanpa batas dengan pasar NFT terbesar di dunia, OpenSea</i>

'Collection' is a business to gain (pictures, historical objects, paintings, etc.) which are often associated with interests or with other fields. Then, if we look at the target language, the meaning is the same. It can be concluded that there is no meaning shift in this datum.

This study explored the translation shift, specifically in category shifts that occurred in the selected bilingual press releases. The data showed that the most dominant category shift is structure shift. It relates to Catford's theory that conveyed structure shift is the most dominant category shift that we can find in the target language. The less frequent category shift phenomenon is class shift. There are ten data about class shifts. It happened

to maintain the class of words in the source language (English). It proves that there is not a bunch of difference between the class of words in English and Indonesian. The one of research is from Mobarakeh & Sardareh (2016). The research was conducted using the comparative descriptive approach of the corpora (English novel and Persian translations counterparts). The most dominant that was found is structural shift whereas the less frequent shift is level shift. It is different from the findings of this study. There is a difference in the object of the study. Mobarakeh & Sardareh (2016) examined the novel (informal style product) with the help of the corpus while this study used the formal style product, namely press release. Furthermore, Mobarakeh & Sardareh (2016) acknowledged that structural shifts as one of the effective factors in the level of translation readability. Therefore, it can be concluded that structure shift is not only useful in translating non-literary text but also in literary text. Moreover, relating to the meaning shifts, there is mostly no meaning shifts in the Indonesian version of press releases. It can be concluded that the translation of the press releases are faithful to render the message from the source language to the target language. Even though the most dominant shifts phenomenon is no shift, there is data that has the meaning shift in the target language.

#### CONCLUSION

Based on the data the researchers observed and described, it reveals that all four types of category shifts in translation shifts occurred in press releases on ANTARA news. The press releases that are translated from the SL (English) to the TL (Indonesian) contain structure shift, class shift, unit shift, and intra-system shift. Structure shifts were more dominant. Structure shifts occurred to the number of 139 data or 45 %, intra-system shifts used are 85 data or 28 %, unit shifts used are 72 data or 24 %, and class shifts occurred are 10 data or 3 %. Furthermore, this research indicated that structure shift is useful in translating both literary and non-literary works. Then, the researchers also examined the result of the category

shift and whether there is a meaning shift that happened or not. The result can be concluded that there were 300 data or 98% for no meaning shift. It contrasts with the result of the specific to generic and vice versa as well as the cultural point of view that has 1 data or 1% for each type. To sum up, the translation of the press releases were done with faithfulness and does not shift the meaning much in category shifts since the object of the analysis is from a formal style product (press release).

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