CHAPTER 1

INTRODUCTION

1.1 Background of The Study

Translation has become a common thing in our lives, as we can see there are many translations application such as Google Translate, Bing, and Papago. Newmark (1988) defines translation as interpreting a text from one language into another as the author wants. Another definition by Catford (1965), defines translation as substitution in a language with equivalent text material in another language. This theory was also elaborated by Luh & Arthia (2021) in their recent study about translation shift in a novel. Therefore, many people need translation on many occasions, and that becomes a reason why it requires a highly qualified translator who understands both source language (SL) and target language (TL).

In translating from SL to TL, the text has a grammatical difference. Therefore, the translator must consider finding the equivalent grammatical and lexical items in both languages. Based on the structure shifting concept, the basic technique is translation shift, by replacing one of the grammatical units with another. For instance, "a pair of pants' is translated into *sebuah celana*. The inversion that changes from the plural noun in the SL to the singular noun.

Translation is still enticing to be studied especially translation on webtoons because more webtoons are available in Indonesian. There are many previous studies about translation on webtoons (e.g., (Alyfia, 2021; Arindrasari, 2021; Pradani, 2017). However, the study on translation shift on webtoon, the author found one from Rahmadi (2019), her study aims to identify the type of translation shift of noun phrases and the translation' quality found in the webtoon "I Love You". In this research, descriptive

qualitative is employed as a tool. The result shows that the most common type of translation shift found is structure shift.

For the last few years, Webtoon's popularity has been rising. It is a digital comic originating from South Korea. Their popularity is rising thanks to manhwa which can be read on smartphones. The number of users has downloaded this application more than 100 million on *Playstore*. *Manhwa* is the Korean term for digital comics. One of the popular platforms of webtoon is Naver Webtoon. It is available in many languages, not only in Korean but also in English, French, Indonesian, Spanish, and Thai. This platform was launched back in July 2014, as the brand Naver but, is not well known internationally. Since then, more people start reading digital comics and more webtoons are released.

There are many popular webtoon comics, one of them is *Tales of the Unusual*. The story is a horror-thriller webtoon containing many mini-series which is written by Oh Seongdae. The story is related to everyday topics such as real-life events, social issues, viral phenomena, urban legends, paranormal events, and bizarre and supernatural occurrences with plot twists. The viewer in the webtoon, Indonesia reaches 207 million readers and gets rated 9.59 out of 10. One of the series, *Beauty Water* has gotten much attention since it was viral on TikTok for the animation of the webtoon. The adaptation of the webtoon was played in Singapore's theater on September 17, 2021. Through this webtoon, the moral of the story is very relevant to society nowadays.

Based on the explanation above, the researcher tries to analyze the translation shift in webtoon entitled *Tales of Unusual: Beauty Water* from English to Indonesian. In translation procedure, from the SL to the TL, the vocabularied, cultures, and terms are different.

1.2 Research Questions

In line with the discussion above, the research problem would be as follows:

1. How many occurrences of translation shift were found in webtoon *Tales of the Unusual: Beauty Water*?

2. Why does one particular shift occur the most in webtoon *Tales of the Unusual: Beauty Water*?

1.3 Objectives of The Study

The objectives of this study are to answer the problems as what has been mentioned in the previous point:

1. To find out the number of dominant translation shift found in the webtoon *Tales of the Unusual: Beauty Water*.

2. To find out the reason why one particular shift occurs the most in the webtoon *Tales of the Unusual: Beauty Water*.

1.4 Theoretical Framework

To answer the first and second questions, the researcher uses translation shift theory based on Catford (1965). Catford describes two types; level shift and category shift. In Category shift, it is divided into four types: structure shift, class shift, unit shift, and Intra-system shift.

1.5 Scope and Limitation

To answer the first and second questions, the researcher uses translation shift theory based on Catford (1965). Catford describes 2 types; level shift and category shift. In Category shift, it is divided again into 4 types: structure shift, class shift, unit shift, and Intra-system shift.

1.6 Significance of The Study

This study is expected to

1. Show that translation is not only transferring one language to another language but also the feeling, especially delivering the meaning and the feeling.

2. Show how accurate translation shifts from webtoon *Tales of the Unusual: Beauty Water* based on the term used in TL.

3. Show how webtoon can be a new learning media to learn translation, not only from movies or novels.

1.7 Definition of Key Terms

    a. **Translation**: the communication of the meaning of a source-language text using an equivalent target-language text. Catford's theory (1965) about translation is the replacement of textual material in one language (SL) with equivalent textual material in another language (TL).

    b. **Translation shift**: the change that occurs when a text is translated to another language. The process of translation from source language to target language (1965).

1.8 Organization of The Study

The first of this study is introduction. It consists of the background of the study followed by research questions, objectives of the study, theoretical framework, scope and limitation of the study, the significance of the study, definition of key terms, and organization of the study. Next, the second chapter two of this study provides underlying theories use in this study and previous studies related to the topic discussed. Then followed with chapter three consist of the research methodology which elaborates on the research design, object of this study, instrument, the procedure of collecting data, technique of data analysis used in this study, and research schedule. After the research methodology, the next chapter is chapter four consist the result and discussion of the sample from the data found. Last, chapter five of this study is the conclusion of this study and the suggestion for future studies.