TRANSLATION SHIFT AND ACCURACY OF NOUN PHRASE IN INSTAGRAM CAPTION TRANSLATION

Vienita Putri[1], Christina Maya Iriana Sari[2]
[1] English Study Program, The Faculty of Letters, Catholic University of Widya Mandala Madiun
vienita.putri6@gmail.com
[2] English Study Program, The Faculty of Letters, Catholic University of Widya Mandala Madiun
mayairiana17@gmail.com

Abstract

Noun phrase is used when a single word is not enough to describe a noun. Ambiguity and mistranslation might happen in noun phrase translation that needs different structure depending on two languages. This research has purposes to find out the translation shifts that occur on noun phrase in Instagram caption translation, to reveal the translation techniques applied in translating noun phrase from ST to the TT and to assess the translation accuracy of noun phrase in TT from the ST. The theories used in this research are Catford's theory of translation shift, Molina and Albir's theory of translation technique, and translation accuracy in Nababan et al TQA (Translation Quality Assessment). This research is descriptive qualitative research. The data of this research are 125 noun phrases from Instagram caption and their translation into Indonesian. Questionnaire is also distributed to three raters as the data of this research. The analysis shows that there are six kinds of translation shift in translating the data; intra-system shift is 32% (40 data), structure shift is 22.4% (28 data), unit shift is 20% (25 data), level shift is 9.6% (12 data), none shift is 8.8% (11 data), and class shift is 7.2% (9 data). There are 9 translation techniques used; literal translation is 42.40% (53 data), borrowing technique is 20.80% (26 data), establish equivalent is 16.80% (21 data), calque is 7.20% (9 data), discursive creation and reduction each are 4.80% (6 data), linguistic compression is 1.60% (2 data), and linguistic amplification and transposition each are 0.80% (1 datum). In term of translation accuracy, 66 data are accurate with 58.20%, 27 data are less accurate with 21.60%, and 32 data are inaccurate with 25.60%.

Keywords: *noun phrase, translation shift, translation technique, translation accuracy, Instagram caption translation.*

1. INTRODUCTION

As a social network, "Instagram" is one of the popular applications used in Apple iOS, Android phones and Windows phones. It enables the users to share photos and videos with the followers, even give "like", add captions, make comments, explore the other users, and so many more. To flourish "Instagram", a contest is held to post some photos or videos by adding hashtags. If the photo or video is chosen, "Intagram" will repost it in their official account @instagram. Thus, in order to make the users understand what the other users of "Instagram" intend to say in their picture caption, "Instagram" adds a new feature that is give translation. This caption translation then will be analyzed in this research.

The reason why the writer chooses captions in "Instagram" as the source of data is not only because this social network is very popular, but also very interesting. So many users all over the world with different languages use this application and write captions to describe their photos or videos. Besides, there are so many grammatical forms that can be found in the caption. One of them is noun phrase.

The aims of this research are (1) to find out the translation shifts that occur on noun phrase in Instagram caption translation, (2) to reveal the translation techniques applied in translating noun phrase from ST to the TT and (3) to assess the translation accuracy of noun phrase in TT from the ST. Then to solve the problems of this research, some theories are used, including Catford's translation shift, Molina and Albir's translation technique, and translation accuracy of Nababan et al in TQA (Translation Quality Assessment).

Translation Shift

When translating from the SL (in English) text into TL text (in Bahasa Indonesia), the translator must know the rules of both languages. Because each language has different structure, translation shift is needed. The definition of translation shift is given by Machali (2009:63) that shift is a translation procedure that involves the change of grammatical form from SL to TL. Thus, in translation, shift is unavoidable as the source language and target language may have different word order.

Catford (1965: 73) then classified the translation shift into two major types of shift that are identified as "Level Shift", where the equivalent translation in Tl has different level as SL, and "Category Shift", where the from the formal correspondence changes in translation. Furthermore, category shift is divided into structure shift, unit shift, class shift, and intra shift.

Level shift: In a language, the only two level shifts that can be exchanged are grammar and lexis.

Structure shift: The structure shift that can occur in phrase is the arrangement of head and modifier as these elements of constituents are the lower rank of phrase.

Unit shift: By unit shifts, it means the changes of rank of the unit.

Class shift: It is a change in word class of the unit.

Intra shift: Intra-system shift term is used for these cases where the shift occurs internally, within a system.

Translation Technique

Molina and Albir (2002:509) defined translation technique as procedures to analyse and classify how translation equivalence works. They classified translation technique into 18 techniques. They are adaptation, amplification, borrowing (it can be pure or naturalized borrowing), calque (literal translation of a foreign word or phrase), compensation, description, discursive creation (to establish a temporary equivalence that is totally unpredictable out of context), establish equivalent (to use a term or expression recognized by dictionaries equivalent in TL), generalization, linguistic amplification (to add linguistic elements), linguistic compression (to synthesize linguistic elements), literal translation (word for word translation), modulation, particularization, reduction (to suppress a ST information item in the TT), substitution, transposition (to change a grammatical category), and variation.

Translation Accuracy

A translation text is called as a high quality translation if it meets certain standar or criteria. According to Nababan, Nuraeni, and Sumardiono, there are three criterions used for

translation quality assessment: namely accuracy, acceptability and readability (2012:44). However, this research will focus on accuracy only. In the criteria of accuracy, the message in the source text has to be transfered precisely to the target text. The accuracy of translation can be assessed to know the weight of translated text. The translation qualitative assessment that will be used in this research is an instrument accuracy assessment proposed by Nababan et al. Accuracy is divided into three catagories, namely accurate, less accurate, and inaccurate. The explanation of each catagory is as the following:

1. Accurate: the meaning of the noun phrase in source language text accurately transferred into the target language; absolutely no distortion of meaning.
2. Less Accurate: most of the meaning of noun phrase in source language text accurately transferred into the target language. However, there is still a distortion of meaning or translation of double meaning (ambiguous) or existing meaning is eliminated, which interrupt the integrity of the message.
3. Inaccurate: the meaning of the noun phrase in source of language text inaccurately transferred into the target language or omitted (deleted).

Each category of accuracy has score in the scale 1 up to 3. This score is given like a cone, means that the more accurate the translation the higher the score, and vice versa. This score then will be used to know the translation quality of the data in this research that is the translation of noun phrases in Instagram caption.

2. RESEARCH METHOD

This research uses descriptive qualitative method. This research shows the quality of the data by describing how the problem occurs and explaining and describing the best solution for the problem as the result of data analysis. The data of the research are all of noun phrases in the sentences, clauses, and phrases. The data are found in Instagram application, especially in the caption of featured photos and videos joining weekly hastag project and submitted in instagram official account using #WHPunexpected and #WHPinspiredby. Besides, the source of data are also taken from some raters. Then purposive sampling is used in this research to get the data. In that way, 125 noun phrases are found as the data.

The technique used in collecting the data is observation method. An observation is a data collection method, by which you gather knowledge of the researched phenomenon through making observations of the phenomena, as and when it occurs (Lähdesmäki et al, 2012:29). The observation method is done by reading the Instagram caption thoroughly. Documentation technique is also used by highlighting and noting all noun phrases in Instagram caption. Besides, the data are also collected by using questionnaire answered by three raters.

To answer the research questions, the data analysis method used is distributional method and translational method. Distributional method studies the language itself internally, such as as words, syntactic functions, clauses, word syllables, pitches, and any other. This method is used as this research only discusses the English and Indonesian language internally, without any influence from the translator background. One sub of distributional method is translational method. In translational method, the determinant is another langue. In this research, two languages that get influenced each other is Indonesian and English language. Sudaryanto (1993:17) explains that in translational method, determinant happens when one comes in a

stipulation that a verb in Indonesian is a conjugated word in English. As this research talks about translation, translational method becomes an essential in this research.

3. RESULT AND DISCUSSION
3.1 Translation Shift of Noun Phrase in Instagram Caption Translation

There are six kinds of translation shift in translating noun phrase from English source text language into Indonesian target text language, as those two languages have different syntactical and grammatical structure. In translation shift, there are level shift, structure shift, unit shift, class shift, and intra-system shift. All these five translation shifts occur in the data, except for 11 data that do not have any changes or shift in translation (none shift). The further explanation can be seen in the following sub-chapters.

3.1.1 Level Shift

Noun phrases found in the data are rendered into different level, such as noun, verb, adjective phrase, even sentence as the following examples:

a. Noun Phrase is Rendered into Noun

ST: In this case, **the timing** was perfect.
TT: Dalam hal ini, **waktunya** sempurna. (47/LS/UN4)

From the example, the source text has a noun phrase *the timing*. The head of this noun phrase is *timing*, which follows determiner *the*. The minimum construction of English noun phrase is a head noun and a determiner, which happens in datum 47 ST. However, in target text, it is found that this phrase is translated into a noun *waktunya*. The shift happening between a noun phrase into a noun is called as level shift, as noun phrase and noun are totally different levels. Thus, datum 47 has level shift in the translation.

b. Noun Phrase is Rendered into Verb

ST: Others go for **a swim** in a sea of red tulips.
TT: Yang lain pergi **berenang** untuk di laut tulip merah. (49/LS/UN5)

A noun phrase that can be found in the source text is *a swim*. This noun prhase consists of determiner *a* and a head noun *swim*. In spite, this noun phrase is translated into verb *berenang* in Indonesian target text. As noun phrase and verb are two different levels, this rendering is called as level shift.

c. Noun Phrase is Rendered into Adjective Phrase

ST: Share photos of polar opposites to create crazy contrasts and **interesting juxtapositions** that go together like night and day.
TT: Berbagi foto-foto dari kutub berlawanan untuk menciptakan kontras gila dan **menarik menarik** yang pergi bersama-sama seperti malam dan hari. (17/LS/UN1)

In the source text, the noun phrase is *interesting juxtapositions* with present participle *interesting* as the modifier of the head noun *juxtapositions*. However, this noun phrase is translated into adjective phrase *menarik menarik* which consisting two adjective *menarik* altogether. Thus, level shift also occurs in datum 17 as the noun phrase in the source text is rendered into adjective phrase in the target text.

d. Noun Phrase is Rendered into Sentence

ST: **Eight months of waiting for a permit.**
TT: **Delapan bulan menunggu izin.** (64/LS/UN7)

It can be found that the source text of datum 72 is a noun phrase. On the other hand, the target text is a sentence. The form of noun phrase in the source text is a head *months* with pre-modifier numeral adjective *eight* and past-modifier verb phrase *of waiting for a permit*. However, this noun phrase is translated into sentence with formation noun phrase *delapan bulan* as the subject, verb *menunggu* as predicate, and noun *izin* as the object. The different level of noun phrase and sentence makes this case considered into level shift in translation.

3.1.2   Structure Shift
ST: **PROJECT RULES**
TT: **ATURAN PROYEK** (18/SS/UN1)

It is clear that the grammatical structure of the noun phrases above are different. The ST, which is English, has M-H (modifier-head) construction, in which the modifier is *PROJECT* and the head of the noun phrase is *RULES*. Meanwhile, Indonesian language as the TT has H-M patterns where the head always comes first before the modifier. Thus, from the example, the translation is *ATURAN PROYEK* with *ATURAN* as the head followed by *PROYEK* as the modifier.

3.1.3   Unit Shift
a.   Low Level to Higher Level

A unit can shift from LL in the ST and translated into a rank that is higher in TT than the ST. In the data that are found, the shift happens between words which are translated into phrases.

ST: "It captured **my boys** in their element."
TT: "Ini menangkap **anak laki-laki saya** dalam elemen mereka." (31/US/UN2)

The shift happened in the data is the word *boys* that gets translated into *anak laki-laki* in TT, which is a noun phrase. A word has a level that is lower than a noun phrase. Thus, the shift happens in datum 31 is unit shift from LL to HL.

b.   High Level to Lower Level

In unit shift a high level of ST unit also can be translated into a lower rank in TT. The shifts found in the data are between phrase translated into word.

ST: **A few** simple props and careful posing.
TT: **Beberapa peralatan sederhana** dan hati-hati berpose. (93/US/INS3)

Datum 93 above has HL-LL shift. The ST has a high level phrase *a few*. However, this phrase is translated into a lower level, that is a word *beberapa*. Thus, this shift has unit shift from high level to the lower level.

3.1.4   Class Shift
ST: Take your source of inspiration – whether it's a Renaissance painting or a dress from the 1960s — and make it modern with **touches straight out of present day**.
TT: Ambil sumber inspirasi Anda - baik itu lukisan Renaissance atau gaun dari tahun 1960-an - dan membuatnya modern dengan **sentuhan keluar dari hari ini.** (78/CS/INS1)

From datum 78, the shift occurs between the class of the word *present* and *ini*. The word *present,* that is an adjective, is translated into word *ini*, which is a demonstrative. This shift happens as *present day* which is an phrasal noun is translated into Indonesian phrasal noun *hari ini*, whereas the modifiers of both noun phrases are in different class. It shows that English and Indonesian have different syntactic structure in constructing noun phrase.

3.1.5   Intra-System Shift

ST: Share photos of polar opposites to create **crazy** **contrasts** and interesting juxtapositions that go together like night and day.

TT: Berbagi foto-foto dari kutub berlawanan untuk menciptakan **kontras gila** dan menarik menarik yang pergi bersama-sama seperti malam dan hari. (16/IS/UN1)

The intra-system shift in the datum 16 above is the word *contrasts* translated into *kontras*. In ST, the affix *–s* in *contrasts* shows the plurality of the noun. However, this noun is translated into singular in TT, that is kontras. English and Indonesian language has different system in number, one of them is singular-plural. While English likes to use plural in a noun, Indonesian language always uses singular. This plural-singular changes is called as intra-system shift. This translation does not violate the meaning as the shift happens because it follows the structure of TT.

ST: But **a cruise ship**?

TT: Tapi **kapan pesiar**? (36/IS/UN3)

In the example above, the shift happens as the article *a* is not translated in TT. In Indonesian language, as the TT, the system is different from English that has to use an article to show the number of the noun. Meanwhile, in Indonesian, anything without *sebuah* is considered as singular. Thus, by not translating *a* into *sebuah* in TT, intra-system shift occur in the translation.

The other kinds of intra-system shift that can be found in the data are the addition of a particle *yang* before an adjective and verb phrase modifier, also possessive adjective *-'s* is not translated in TT.

3.1.6 None Shift

ST: **A courtyard**.

TT: **Sebuah halaman**. (35/NS/UN3)

The example above has the same pattern in the word order. The noun phrase in ST has an article *a* and a head noun *courtyard*, similar to TT which has *sebuah* as the article and *halaman* as the head of the noun phrase. The translation of datum 35 has the same structures, the same classes of each unit, the same numbers of the unit, even the levels are the same. This conditions shows that this data does not change or shift.

3.2 Translation Technique in Translating Noun Phrase

In translating a source text, some techniques of translation are used in order to transfer equivalent meaning in target text. In this research, the data also use translation technique in the translating process.

3.2.1 Borrowing

Borrowing technique can be pure borrowing or naturalized borrowing, as the following examples:

ST: Using **a drone**, Aaron Eng (@superhap) spotted a cruise ship right on the waterfront.

TT: Menggunakan **drone**, Aaron Eng (@superhap) melihat kapal pesiar tepat di tepi laut. (37/LS/UN3)

The example above clearly uses pure borrowing. The word *drone*, which is in English, is still translated into *drone* in Indonesian. The term drone actually has meaning as an unpiloted aircraft or spacecraft. Another term for *drone* is "unmanned aerial vehicle" (UAV). In translating this word, borrowing technique is used because the target text does not have any terms that have equivalent meaning with the word *drone*. Thus, pure borrowing is the best technique used to translate the noun phrase.

ST: Modernize **a classic**.

TT: Memodernisasi **klasik**. (74/LS/INS1)

The technique used in the example above is naturalized borrowing. The process of the technique is by fitting the word *classic* from the source text into a word that has the same pronunciation in the spelling rules of the target language that is Indonesian. Therefore, the word *classic* is translated into *klasik*. This word then becomes Indonesian terms.

3.2.2 Calque

ST: Share photos of polar opposites to create **crazy contrasts** and interesting juxtapositions that go together like night and day.

TT: Berbagi foto-foto dari kutub berlawanan untuk menciptakan **kontras gila** dan menarik menarik yang pergi bersama-sama seperti malam dan hari. (16/IS/UN1)

The foreign noun phrase that is translated using calque technique is *crazy contrasts*. *Skier*, which means "a very striking difference", is a foreign term for the Indonesian as the target language. Thus, the translation of this word is *contras gila*. This happens as the usage of word *crazy*, which means *gila*, is not a common in Indonesian, moreover as an adjective acting as the modifier of a noun. Therefore, calque technique is used in translating this term.

3.2.3 Discursive Creation

ST: Thankfully, Murphy (@murph.dood) has an alternative method of transportation in **his trusted human**, Travis Muench.

TT: Untungnya, Murphy (@murph.dood) memiliki metode alternatif transportasi dalam **dirinya yang terpercaya**, Travis Muench. (27/SS/UN2)

The example above clearly shows that the translation of ST into TT is totally out of context. The meaning of the noun phrase in ST cannot be transfered equally in TT. The resul of the translation *dirinya yang terpercaya* means that the object is the subject itself. Meanwhile, *his trusted human* in ST means the object is out of the subject. It shows that the translation of noun phrase in datum 27 uses discursive creation technique.

3.2.4 Establish Equivalent

ST: **A courtyard.**

TT: **Sebuah halaman.** (35/NS/UN3)

The establish equivalent technique occurs in the datum 35 above as the noun phrase in ST is translated equally in the TT. The noun phrase in ST is *a courtyard*, which means a flat ground outside a building that is surrounded by walls. This term is equivalent to *sebuah halaman* in Indonesian, which means an open area of ground outside the house. As both terms have equal meaning, the translation technique used is called as establish equivalent.

3.2.5 Linguistic Amplification

ST: This weekend, the challenge is to create **something unexpected**.

TT: Akhir pekan ini, tantangan adalah menciptakan **sesuatu yang tidak terduga**. (5/IS/UN1)

The English noun phrase in ST is *something unexpected* which can be translated into "sesuatu tak terduga" in Indonesian. Instead, the noun phrase is translated into *sesuatu yang tidak terduga*. By adding linguistic element *yang* in the TT, the noun phrase becomes more meaningful as it emphasise *tak terduga* in the expression. The adding of linguistic element is called as linguistic amplification technique.

3.2.6 Linguistic Compression

> ST: That marks **Sean Han's (@seanstumblingthrough) journey** to The Wave in the Paria Canyon-Vermilion Cliffs Wilderness near the Arizona and Utah border.
>
> TT: Itu menandai **perjalanan Sean Han (@seanstumblingthrough)** ke Gelombang di Ngarai Paria-Vermilion Tebing Belantara dekat perbatasan Arizona dan Utah. (67/IS/UN7)

In datum 67, the ST is *Sea Han's journey* with suffix –'s which means possession. This noun phrase means that the one who does the journey is Sea Han. However, the translation of this phrase in the Indonesian TT is *perjalanan Sea Han*, without any suffix or linguistic element given to show the possession. Even so, this translation is acceptable in the target language, as in Indonesian rules when a noun is followed by the subject it means possession. As there is a linguistic element that is synthesized, linguistic compression technique is used in datum 67.

3.2.7 Literal Translation

> ST: Keep an eye out for **things that seem out of context or out of place**, like a skier in a Hawaiian shirt, a surfer in a sombrero, an astronaut in the supermarket or anything else that requires a double take.
>
> TT: Perhatikan **hal-hal yang tampak keluar dari konteks atau keluar dari tempat**, seperti pemain ski di kemeja Hawaii, seorang surfer di sombrero, seorang astonot di supermarket atau apa pun yang membutuhkan dua kali lipat. (10/US/UN1)

Datum 10 above clearly has literal translation technique. The noun phrase *things that seem out of context or out of place* is translated word by word into *hal-hal yang tampak keluar dari konteks atau keluar dari tempat*. The ST and TT above have the same structure and the grammar. Thus, the translation can be accepted in the TT without violating any rules.

3.2.8 Reduction

> ST: Magritte's universe is **such a fun place to visit.**
>
> TT: Magritte's universe adalah **tempat yang menyenangkan untuk dikunjungi.** (87/IS/INS2)

The information that is suppressed in the example above is the word *such* in ST, and it is not translated into TT. The word *such*, actually have an implicit meaning to emphasis the noun phrase *a fun place to visit*. By suppressing this information item, the meaning in the TT becomes plain. In *tempat yang menyenangkan untuk dikunjungi*, it seems like the phrase is a common phrase. Whilst the ST has more impression. This suppression is called as reduction technique in translation process. Actually, reduction technique can be applied in translating datum 87 only if the choice of word of TT can be replace the diction in ST. Then the alternative translation should be *tempat yang menarik untuk dikunjungi*, as the noun phrase *tempat yang menarik*, which means "interesting place", has the same level as "very fun place".

3.2.9 Transposition

> ST: **Eight months of waiting for a permit**.
>
> TT: **Delapan bulan menunggu izin**. (64/LS/INS7)

The form of the ST in datum 64 above is a noun phrase. However, it is translated into a sentence. The key of the change is the word *waiting*, which is a noun, but translated into a verb *menunggu,* instead of "penantian". Even though *eight months of waiting for a permit* can be translated into *delapan bulan penantian akan izin*, the translation *delapan bulan menunggu izin* can be accepted more in the target text.

3.3 Translation Accuracy of Noun Phrase Translation

The quality of translation, whether it is accurate or not, can be judged if it meets the criteria of accuracy in Translation Quality Assessment (TQA) proposed by Nababan et al. There are three category in accuracy; accurate, less accurate, inaccurate. The average scale for the translation accuracy is by accurate is 2,66-3; less accurate is 2-2,65; inaccurate is 1-1,99. The weight of the data translation accuracy is judged by three raters, Rater 1 (R1), Rater 2 (R2), and Rater 3 (R3), by answering the questionnaire that has been distributed.

4.3.1 Accurate

> ST: Find people doing something surprising, like **a bride in a wedding dress going for a swim.**
>
> TT: Menemukan orang-orang melakukan sesuatu yang mengejutkan, seperti **pengantin wanita dalam gaun pengantin pergi untuk berenang**. (9/IS/UN1)

Datum 9 is considered as accurate as in translating the noun phrase in the ST into TT the meaning can be transferred fully. All of the words in the noun phrase are translated equally without any distorting meaning. The structures of the words construction also correspond with each other. Besides, all three raters, R1, R2 and R3, also give 3 point each for this datum 9. Thus, datum 9 is considered as accurate.

4.3.2 Less Accurate

> ST: Defy **outdated stereotypes from eras gone by**.
>
> TT: Menentang **stereotip usang dari eras berlalu**. (82/SS/INS1)

The example above shows that most of the words in the noun phrase are transferred accurately. However, there is a word *eras* which is not transferred accurately, as it is not translated in TT. Thus, the integrity of the message is not too high. The average point for this translation from the raters is 2 point, by 1 point from R1, 3 point from R2, and 2 point from R3. Therefore, this translation is counted as less accurate.

4.3.3 Inaccurate

> ST: **Weekend Hashtag Project: #WHPunexpected**
>
> TT: **Akhir pekan tagar proyek: #WHPunexpected** (2/US/UN1)

This translation is inaccurate because the translation does not oblige the rules of target text language. Beside the construction is in a mess, the meaning also cannot be drawn clearly from the TT. The average point for this translation is 1.67, given by the raters. This is counted from 2 points given by R1 and R3 and 1 point from R1. The translation alternative for this translation should be *proyek tagar akhir pekan* which means the project is in the form of hashtag that be held weekly.

4. CONCLUSION

There are six kinds of translation shift that happen in translating the data; intra-system shift is 32% (40 data), structure shift is 22.4% (28 data), unit shift is 20% (25 data), level shift is 9.6% (12 data), none shift is 8.8% (11 data), and class shift is 7.2% (9 data). Intra-system shift often occur in this data as the internal structure of English and Indonesian language are pretty different, especially the system of number, deixis, and article. There are 9 translation techniques used; literal translation is 42.40% (53 data), borrowing technique is 20.80% (26 data), establish equivalent is 16.80% (21 data), calque is 7.20% (9 data), discursive creation and reduction each are 4.80% (6 data), linguistic compression is 1.60% (2 data), and linguistic amplification and transposition each are 0.80% (1 datum). The reason of literal translation, borrowing, and

establish equivalent techniques high in usage is because the translation uses translation machine so it can only translate the source text just exactly the same as the input. In term of translation accuracy, 66 data are accurate with 58.20%, 27 data are less accurate with 21.60%, and 32 data are inaccurate with 25.60%. In term of accuracy, the translation of the data is mostly accurate. Some shifts happen in the translation do not make all of the translation have different meaning but they make the translation obey the target text rules in constructing noun phrases. The translation techniques also show that the translation can transfer the meaning of the message fully. These reasons make the translation of Instagram caption become accurate.

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