



**THE RANK SHIFT OF NOUN PHRASE TRANSLATION  
FROM THE COMICS *ASTERIX IN BRITAIN* BY *GOSCINNI AND  
UDERZO* INTO *ASTERIX DI INGGRIS* TRANSLATED  
BY *PUSTAKA SINAR HARAPAN***

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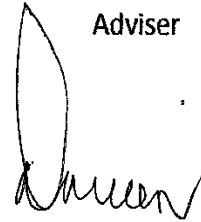
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**THE RANK SHIFT OF NOUN PHRASE TRANSLATION  
FROM THE COMICS *ASTERIX IN BRITAIN* BY GOSCINNI AND UDERZO INTO  
*ASTERIX DI INGGRIS* TRANSLATED BY PUSTAKA SINAR HARAPAN**

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**ABSTRACT**

This thesis is entitled *RankShift of Noun Phrase in Britain by Goscinni and Uderzo into Asterix di Inggris Translated by Pustaka Sinar Harapan* I. This study directs to analyze the rank-shift used in the comic *Asterix in Britain* into *Asterix di Inggris*. The researcher used a descriptive qualitative method during the research because it is used to describe the rank-shift used in the comic *Asterix in Britain* into *Asterix di Inggris*. Based on the data, 29 words which are identified into rank-shift found in the data. The highest number is syntactical rank-shift with 20 noun phrases or 69%. It happened because the translator often changed the phrases into the words, clauses or even sentences. Besides, the translator tries to make the pages both in the SL and TL have same number. The second number is word rank-shift and semantic rank-shift. There are 4 noun phrases or 13,8%. It happened because the translator translated the noun phrase into the other word class, such as verb. Then, the semantic rank-shift is applied because the translator used the specific word to translate the general word. The last is morpheme rank-shift with 1 noun phrase or 3,4%. It becomes the least number because this is used to translate at the morpheme level. Beside that, the TL will be more communicative and easy to understand.

**Keywords:** comic, noun phrase, shift, syntactical, translation.

**INTRODUCTION**

English is one of universal languages; the language is understood and spoken nearly everywhere on the earth. It constitutes the channel or medium of communication among the people, since communication requires a sender, receiver, and a channel. In other words, English language is the communication means using by people over the world known as International Language, which could be used as the instruction of expressing and conveying ideas in many aspects of life, including in education field. In addition, it may help them interact and communicate for making mutual understanding and then leads to benefit each other. Language is divided into two forms: spoken and written language.

Spoken and written languages have different characterizations. Spoken language is more context dependent than written language used to be more independent of its immediate context. Even though they express language in different way, spoken and written languages are medium used by people to communicate to each other intensively in order to fulfill their necessities by using language. As the result, language takes a prominent role in daily life.

As a medium, language gives influences not only in the society but also in the social life. It is used in many purposes which are every person has different intentions. Because of that, language not only can be used for communicating but also for persuading, informing and so on. Besides, it can be also learned and taught. Furthermore, English is used in many countries as second language or foreign language. Many people learn English and interest to know deeper.

Recently, English is one of significant aspects of life which has been learnt by people. English has become the most important language among people around the world whether in spoken or written. In the spoken language, English can be realized in daily life conversation, speech, presentation etc. In the written text, English has been expressed in non-fiction books like handout, pamphlet, manual book, etc; and fiction books, for example: poem, short story, comic and novel. From those ways, the speaker and the writer use language as a media to share their idea and message to the receiver and reader. But, in order to share them around the world, the idea and message have to be transferred in the target language. The best way transferring the idea or the message to the target language is by translation process.

Nowadays, there are a lot of genres such as novel, short story, fairy tale, comic, magazine and etc are translated from English as the source language (SL) into Bahasa Indonesia as the target language (TL). They are translated because not all people can understand the text directly in the source language. Therefore, it is the role of translator to translate those books or materials and information into the language which can be understood by the reader or participant, including Indonesian. Translation is a process of transferring the ideas from the

source text (ST) into the target text (TT). It mostly deals with language. Translation is also done by finding the equivalence between ST and TT. Equivalences of translation works can be measured in three perspectives; accuracy, readability, and naturalness. Even though those three perspectives control the equivalence of the translation works, there is one important part which a translator has to concern culture.

One of the written languages can be found in the comic books. They can be telling about many things such as: history, humor, comedy, drama, fantasy, romance, horror, mystery, action, adventure etc. This research takes adventure comic as the data of *Asterix and Obelix adventure in Britain* series. In order to make a good translation work, a translator should have to understand the cultural aspects which are related to translation. Culture in translation is very important to be aware of because translation involves two different languages that also have different cultures. On the other hand, doing cultural translation is not easy. However, a translator faces problems in translating because the different structure and culture values between SL and TL should be translated wisely. In addition, a translator must have a good knowledge and understanding of not only the languages but also the cultures in both countries. This study tries to find out the shifts in form and meaning in the Indonesian translation of English noun phrases. This is because the core of equivalence and shifts are in the form and meaning. In equivalence and shift, the meaning is more important than the form. Besides, equivalence focuses to case where languages describe the same situation by different structure. As Vinay and Dalbernet (cited in Munday, 2001:21) state that equivalence refers to cases where languages describe the same situation by the different stylistic or structural means. Whereas, when the form in source language has a new form or different form in the target language, it is called shifts. As Catford (1965:55) states that 'shifts' depart from formal correspondence in the process of going from the SL to the TL.

The reason why this shifting is interesting to be discussed is because this comic has many series telling about adventure history of Asterix and his friends

against Roman in BC. This comic has a balloons text to tell the story, where the translator must translate the comic wisely with different structures but still in the same balloon and pages. That noun phrases exist in every sentence of language, especially in English as the source language of this research. However, many of us are still confused in differentiating the word order in head words of the English and Indonesian noun phrases. It is because the English and Indonesian head words are not the same. English and Indonesian have different structures and culture especially in comic. The translator faces the balloons, where the translator must translate in the same balloons and pages in the comic as naturally as possible because the translator must translate carefully the noun phrases in the comic.

## **METHOD**

The aim of this research is to analyze the shifting meaning of the Comic Asterix in Britain. The method used in this research is descriptive qualitative research method. This research used a descriptive qualitative method to analyze the noun phrase constitution and then explain if there was any shift in translation occurred or even the loss and gain of information occurred in the translation of the data. This study used a descriptive qualitative method to study the problem, because this study concerns with the meaning of the word in the data. Unit of analysis in this research is a shift of noun phrase in the balloons of comic '*Asterix in Britain*' into komik '*Asterix di Inggris*'. The source text is English and the target text is Bahasa Indonesia. There are 48 pages both in the SL and the TL. The source of data is '*Asterix in Britain*' translated into '*Asterix di Inggris*'. The comic was published in a many language edition, which are in *English and Bahasa Indonesia*. It was made by Goscinny and Uderzo and translated by Tim Pustaka Sinar Harapan. The comic published by Sterling Publishing Co. Inc for English version and Pustaka Sinar Harapan for Bahasa Indonesia version. Both versions contain 48 pages.

## DISCUSSION

This chapter discusses about the data analysis. The results of data analysis are used for answering the problems of the research. The researcher tries to describe the rank-shift used in the comic *Asterix in Britain* into *Asterix di Inggris*. In the story, the researcher finds 31 noun phrases which are identified as rank-shift. Furthermore, the researcher analyzed the data by using Simatupang's frame work (2000:88). The data of research consist of the context, SL and TL.

### The Table of Analysis

No.	Types of Rank-Shift	$\Sigma f$	$\Sigma f\%$
1.	Syntactical rank-shift	20	69%
2.	Word rank-shift	4	13.8%
3.	Semantic rank-shift	4	13.8%
4.	Morpheme rank-shift	1	3.4%
<b>Total</b>		<b>29</b>	<b>100%</b>

From the table above, it can be seen that there are 29 noun phrases which are shifting. The highest number is syntactical rank-shift with 20 noun phrases or 69%. It happened because the translator often changed the phrases into the words, clauses or even sentences. Besides, the translator tries to make the pages both in the SL and TL have same number. The second number is word rank-shift and semantic rank-shift. There are 4 noun phrases or 13,8%. It happened because the translator translated the noun phrase into the other word class, such as verb. Then, the semantic rank-shift is applied because the translator used the specific word to translate the general word. The last is morpheme rank-shift with 1 noun phrase or 3,4%. It becomes the least number because this is used to translate at the morpheme level. Besides, the TL will be more communicative and easy to understand.

## CONCLUSION

After presenting the findings and the discussion in the previous chapter, the researcher gives conclusion and provides some suggestions to the readers, especially for people who are concerned with translation rank-shift. From the data that have been analyzed in this thesis entitled *Translation Rank-Shift of Noun Phrase in a Comic Book Asterix in Britain by Goscini and Uderzo into Asterix di Inggris Translated by Pustaka Sinar Harapan*.

The conclusion is made based on the data analysis in chapter IV. From the data, the researcher finds 29 noun phrases which are identified as rank-shift. They can be stated as follows:

The highest number is syntactical rank-shift with 20 noun phrases or 69%. It happened because the translator often changed the phrases into the words, clauses or even sentences. Besides, the translator tries to make the pages both in the SL and TL have same number. The second number is word rank-shift and semantic rank-shift. There are 4 noun phrases or 13,8%. It happened because the translator translated the noun phrase into the other word class, such as verb. Then, the semantic rank-shift is applied because the translator used the specific word to translate the general word. The last is morpheme rank-shift with 1 noun phrase or 3,4%. It becomes the least number because this is used to translate at the morpheme level. Besides, the TL will be more communicative and easy to understand.

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