Analysis of Shift in Translation on The Usage Instruction of Skincare Products

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__Abstract__. This research examines the translation of instructions for using skin care products from English into Indonesian, focusing on translation shifts as defined by Catford (1965). These shifts include level shifts and category shifts (structure, class, unit and intra-system shifts). This research analyzes how these shifts occur and adapt to the Indonesian linguistic and cultural context. Data from brands including Wardah, Avoskin, and Garnier were collected and analyzed using a qualitative descriptive method. The findings highlight common shifts, like structural changes due to syntactic differences and word class shifts to maintain meaning. Understanding these shifts can improve translation strategies, ensuring that bilingual packaging is clear, accurate, and culturally appropriate, thus increasing consumer understanding and satisfaction.

__Keywords__: Translation, Shift, Usage Instruction

INTRODUCTION

Translation, as defined by Catford (1965), involves replacing textual material in one language (source language) with equivalent material in another language (target language). This process is highly complex and is influenced by a wide range of factors, including idioms, proverbs, cultural influences, meaning, and style.

In this context, Catford (1965) mentions two main types of shifts in translation: level shifts and category shifts. Level shifts occur when something at one level in the source language changes to a different level in the target language. For example, in English, a structure like "is+V-ing" is used to indicate an ongoing action, whereas in Indonesian, the word *sedang* is used to express the same idea. On the other hand, category shifts involve changing the type of word or grammatical structure used. There are four types of category shifts: structure shifts, class shifts, unit shifts, and intra-system shifts.

Istiqomah (2021) stated that Accurate translation is important in fields of medicine and technology, where many important texts were originally written in foreign languages, especially English, where precise translation is essential to avoid misunderstandings. With the advancement of technology, to guide consumers in using the products, manufacturers often include usage instructions on the product packaging in both English (Source Language, SL) and Indonesian (Target Language, TL). This bilingual packaging is interesting to examine since English is not the first language in Indonesia, so the translation needs to be adapted to the Indonesian cultural and linguistic context.

This research examines translation changes or shifts in the usage instructions of skincare products from brands like Wardah, Avoskin, and Garnier which aims to classify the types of translation shifts used in skincare product instructions, determine which shifts are most accurate. This research is particularly interesting as it addresses the complexities of translation in a specific and practical context, understanding how translation shifts are illustrated in skincare product instructions can provide wider insights into translation practices and challenges. This research also contributes to the field of translation studies by exploring how cultural and linguistic differences are managed in customer product communication. By doing so, it aims to improve translation strategies, ensuring that bilingual packaging is both accurate and culturally appropriate, ultimately enhancing consumer understanding and satisfaction.

To build on this understanding, previous research by Purnama Aji et al. (2020) provides useful insights into how skincare product instructions are translated. This research examined several skincare brands, including Olay, Garnier, and Silkygirl, using a descriptive qualitative approach and theories from Newmark (1988), Molida & Albir (2002), and Nida (1975). Their findings help establish a foundation for analyzing common methods and techniques used in translating skincare product instructions.

RESEARCH METHOD

The object of this Research is the usage instructions on skin care product packaging, the data consists of English as the source language and Indonesian as the target language. The data is obtained through photos of product packaging from the internet which are then collected including brands: Wardah, Avoskin, and Garnier. After the data is collected, the data is analyzed and processed with a qualitative descriptive method. According to Sugiyono (2016), the qualitative descriptive method is a research method that emphasizes meaning and involves the use of words, phrases, and verbal expressions to explain and describe the findings in detail. This method provides an understanding of shift in translation that is found in skincare product usage instruction, then the data is processed by using a shift analysis type approach based on

Catford's theory (1965) which consists of level shift, structure shift, class shift, unit shift, and intra-system shift.

RESULT AND DISCUSSION

Shift refers to the changes that occur when translating from one language (source language, SL) to target language (TL). These shifts can occur at various linguistic levels, including lexical, grammatical, and structural aspects. Catford (1965) categorizes translation shifts into several types: level shift, structure shifts, class shifts, unit shifts, and intra-system shifts.

There are five data analyzed based on shifts in translation by Catford (1965) that are used in the translating usage instruction of skincare products. SL (Source Language); TL (Target Language)

Level Shift

Level shift, according to Catford (1965), is a change that occurs in the translation process where there is a shift in the level of formality, precision or detail between the source language and the target language. Bayanika et al. (2024) mentions that the changes of level shift occur due to differences in grammatical structure and word choice between the two languages. For example, in English, the present continuous tense is used to describe actions that are happening right now, as in I am eating. In Indonesian, this tense is often translated to *saya sedang makan*, where the word *sedang* is used to indicate an ongoing action. Although both sentences have the same meaning, the difference in the use of grammatical structures reflects the level shift between English and Indonesian.

Data 1: Avoskin Miraculous Refining Serum.

SL	Apply evenly across the face and neck, using fingertips, **avoiding** the eye contour and contact with the eyes both during applications.
TL	Aplikasikan secara merata pada kulit wajah dan leher dengan menggunakan ujung jari. ***Hindari*** daerah dekat mata.

Level shift refers to changes that occur between languages at different linguistic levels, for example from grammatical structures in the source language (SL) to lexical or semantic expressions in the target language (TL). In the example given, the word avoiding in English, which is a present participle used to describe an ongoing action (as in "avoiding the eye contour"), is translated into *hindari* in Indonesian.

This shift illustrates the shift from the grammatical structure in English to the more direct imperative verb form in Indonesian. The shift from the present participle in English to the imperative verb in Indonesian shows a level shift in translation. This reflects differences in grammatical structure and linguistic style preference, where Indonesians often prefer direct and clear imperative forms in learning contexts.

Category shift

Category shift means changing the grammatical type or word class of a word when translating between languages. Putra (2022) stated that the changing of grammatical units happens because languages organize grammar and sentence structure differently. Category shifts are divided into four types: structure shifts, class shifts, unit shifts, and intra-system shifts.

Structure Shift

In Catford's Translation Shift Theory (1965), structure shifts occur when the arrangement of words, phrases, clauses, and sentences changes during translation. Liniati et al. (2019) stated that this shift occurs because each language has a unique way of structuring sentences. For example, when translating from English to Indonesian, a phrase may change its structure to fit Indonesian grammar rules. This ensures that the translation sounds natural and clear in the target language.

An example of structure shifting is when the order of adjectives and nouns changes between English and Indonesian. In English, "a smart girl", where the adjective smart comes before the noun girl. However, when translating it into Indonesian, the sentence becomes *gadis pintar*, where the noun comes before the adjective. This structural shift occurs because Indonesian usually places the adjective after the noun.

Data 2: Avoskin-Miraculous Refining Toner.

SL	Swipe from the center of the face to the outer area in an **upward motion,** and let it absorb lightly, avoiding the eye area. No-rinse needed. Use it twice a day.
TL	Usap dari arah tengah wajah ke arah luar wajah dengan *gerakan keatas* dan biarkan menyerap. Hindari area mata. Tidak perlu dibilas, gunakan dua kali sehari.

Structural shifts occur when the order of words, phrases, clauses and sentences changes during translation to conform to the grammatical rules and natural style of the target language. In particular, the phrase "upward motions" in English corresponds to the description of how to swab, whereas in Indonesian, *gerakan keatas* is placed differently to match the syntax of

Indonesian. This shift ensures that the instructions are clear and natural in Indonesian. Structural shifts are important to help the translation sound smooth and understandable in the target language.

Class Shift

According to Catford (1965) A class shift occurs when the translation equivalent of an item in the source language belongs to a different grammatical class in the target language. This means that parts of the sentence change during the translation process. For example, a noun in the source language is translated into an adjective in the target language, or an adjective may be translated into a verb. Herawati et al. (2017) mentions that These shifts occur because different languages have different ways of expressing the same idea, thus requiring changes in grammatical categories to effectively convey the same meaning.

Consider the English adjective "beautiful". When translating it into Indonesian, using the noun *kecantikan* illustrates how class shifts are used to adjust the grammatical category of words to suit the target language's norms. By changing nouns to adjectives, adjectives to verbs, to ensure that the translation is both accurate

Data 3: Wardah Lightening Serum

SL	gently apply to **cleansed skin** before using moisturizer. For best result use in the morning and nighttime
TL	oleskan secara lembut pada ***kulit yang telah dibersihkan.*** Pagi dan malam hari sebelum menggunakan pelembab

In the English "cleansed" is an adjective describing the noun "skin". This structure directly combines an adjective with a noun. However, in the Indonesian translation *kulit yang telah dibersihkan,* the phrase changes, where the clause describes *kulit* (skin).

This change from an adjective to a verb phrase indicates a class shift. The adjective "cleansed" transforms into a relative clause *yang telah dibersihkan* to fit the grammatical and stylistic norms of Indonesian. By doing so, the translation maintains the original meaning but adjusts the grammatical structure to ensure clarity and naturalness in the target language.

Unit Shift

Unit shift introduced by Catford (1965), refers to the change of linguistic units during translation between different languages. It occurs when a unit in one language, like a word, phrase, or clause, needs to be translated into a different unit in the target language due to structural or grammatical differences. Lexical differences also play a role, with some languages using single words for concepts that require phrases in other languages. For example, a word

in English can become a phrase in Indonesian, as "make a decision" can become a single word in Indonesian, which translates to *memutuskan*.

Data 4: Garnier Micellar Water-Sensitive Pink

SL	pour onto a cotton pad and swipe **gently** on skin, eyes, and lips. No rinsing required
TL	sapukan pada wajah, mata, dan bibir dengan kapas ***tanpa menggosoknya.*** Tidak perlu dibilas.

In English, gently is a singular adverb that describes how an action is performed, usually indicating gentleness or caution. When we translate gently into Indonesian, the word becomes *tanpa menggosoknya,* which is a phrase meaning "without rubbing". This translation involves a unit shift from a single word (adverb) to a phrase.This shift occurs because Indonesian may not have a single word that can convey all the various " gently" as English does. Instead, it uses phrases to express the idea of performing an action with *tanpa menggosoknya*. These phrases effectively convey the gentle action in question, ensuring that the meaning is clear and appropriate to the target language context.

Intra-system shift

Intra-system shift occurs when a term in a grammatical system in the source language is translated into a term in a different system in the target language, even though the two terms are formally equivalent. This happens because the system itself does not work in the same context in both languages.

Mulder (2016) stated that consider the use of plurals in English and Indonesian. In English, nouns clearly distinguish between singular and plural forms, whereas in Indonesian plurals involve repetition of the noun, such as "buku-buku" for "books". This involves an intra-system shift because, although both indicate plurality. The English system uses suffixes to indicate plurals, while Indonesian uses reduplication.

Data 5: Garnier Skin Naturals Serum Mask Hydra Bomb

SL	Unfold the mask and apply on a clean face with the blue protective film facing outward. Remove the protection film. Leave it on for **15 minutes.** Remove mask and gently massage.
TL	Buka masker dan gunakan pada wajah yang sudah dibersihkan dengan lapisan pelindung biru menghadap keluar. Lepas lapisan pelindung. Biarkan masker

menutrisi selama **15 *menit*.** Lepaskan masker dan pijat perlahan cairan serum yang masih tersisa.

Minutes and *menit* are formally equivalent because both indicate the same duration of time. However, both belong to different grammatical systems due to the way the two languages handle numerical expressions and units of time.

In English, minutes describes a plural word due to the addition of a suffix at the end of the word, following the English grammar rule that requires the use of the plural form for quantities of more than one. Indonesian does not usually pluralize nouns after numbers, *menit* remains in the singular regardless of the count. This difference in plural practice reflects the incompatible systems between the two languages.

CONCLUSION

This research highlights the process of translating skin care product usage instructions from English into Indonesian, focusing on translation shifts as defined by Catford (1965). It identifies different types of shifts, including level shifts and category shifts (structure, class, unit and intra-system shifts), showing how these shifts are necessary to adapt to the language and cultural context of the target language. The analysis shows that structure shifts often occur due to differences in the syntactic structures of English and Indonesian. Class shifts are also frequent, reflecting the need to change grammatical categories to maintain meaning in the target language. Intra-system shifts, such as differences in handling plurals and time expressions, further illustrate the challenges in achieving accurate translations. Understanding these shifts helps to improve translation strategies. This research contributes to translation studies by providing insights into practical translation challenges, ensuring that bilingual packaging is clear and culturally appropriate.

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