

## **ANALYSIS OF CATEGORY SHIFT ON EMMA HEESTERS'S COVER SONG LYRICS ON YOUTUBE**

Wisnu Sanjaya<sup>1</sup>, Baharudin<sup>2</sup>,Lalu Jaswadi Putera<sup>3</sup>,Lalu Ali Wardana<sup>4</sup>  
English Education Department, Faculty of Teacher Training and Education,  
University Mataram Jl. Majapahit. No. 62, Mataram 83115,Indonesia  
E-mail : sanajayawisnu@gmail.com

### **ABSTRACT**

*This study aims to Analyze and Categorize the types of category shift that occur in the English version of Indonesian Song's lyrics covered by Emma Heesters. This research was Descriptive Qualitative Research method and catford (1965)translation shift theory was caried in this study . The sample of this research was the lyrics which consist in 7 Song's of Emma Heesters cover . The data of the research take on Emma Heester Youtube chanel. Based on Catford"s theory as the foundation of this reserach , a total of 189 data were found across 7 songs covered by Emma Heesters. Structure Shift emerged significantly, reaching 20.11%, Intra System Shift, representing 15.87%, . Conversely, Class Shift appeared with the lowest frequency at 5.82%,. Among the identified categories, Unit Shift emerged as the most dominant, constituting 58.20% of the dataset. In summary, the study revealed the dominance of Unit Shift in these translations, highlighting the complexity of adapting song lyrics, including stylistic, rhyme and rhythm consideration and emotional elements, to a different language.*

**Keywords:** *Translation, Category Shift, Emma Hessters Cover Song Lyrics .*

### **A. Introduction**

Translation is an essential process in cross-lingual and cross-cultural communication that has been an integral part of human life for thousands of years. Since ancient times, humans have developed the skills to convey ideas, stories, knowledge, and culture from one language to another. Translation can be defined as the process of rendering written or spoken content from one language to another while preserving the meaning and intent of the original text. According to

Baharudin (2021) Translation is the act of transferring a message from one language to another by attempting to re-express the message from the source language into a language with the same message content in the target language. Newmark (1988) who defines translation as "rendering the meaning of a text into another language in the way that the author intended the text". This definition emphasizes the importance of conveying the intended meaning of the source language text accurately into the target language

text, as intended by the author. Catford (1965) also says "translation is an operation performed on languages: a process of substituting a text in one language for a text in another". It is evident that any translation theory must rely on a theory of language, which is a comprehensive linguistic theory. As per the established definitions, translation is a systematic procedure that facilitates the transmission of information or a message from a source language to a target language. Translation is the process of rendering language to another language with convey the message.

Translation is not just a simple procedure. It takes a lot of consideration behind it because translation is a linguistic procedure. According to Baharudin (2023) appropriate translation strategy and approach is another significant task. The translator may employ the understanding of concepts of translation studies such as equivalence, domestication and foreignization. Furthermore, Wardana et al (2022) stated Translation requires the application of advanced aspects of language, including sentence restructuring, context

analysis, interpretation of meaning, and so on. That all make the translator take a lot of consideration before applying translation

However, Translation also have to convey the cultural nuances, linguistic expressions, and grammatical structures of the language being interpreted in order to make the text that being translated is Equivalence. According to Baharudin et al (2023) The equivalence that is meant to show that ST and TT must have some kind of similarity in the ability to convey the message or content of a text.

Furthermore, Junialo (2021) state the translator's job is not just to repeat the words, but to understand the desired impact in the language they are translating into, aiming to create a similar resonance as the original, even though duplicating the exact text is impossible. Before beginning the process of translation, translators must learn about the target language so that the communication in Source Language (SL) is clear. As per Matsumoto's (2003) assertion, the process of translation encompasses more than mere literal conversion of words or sentences from one language to another. It also entails the

discernment and interpretation of cultural nuances and distinctions. Moreover, the process of translation is a challenging task due to the intricate interplay of various factors such as the vocabulary, syntax, communicative setting, and cultural milieu of the source language. According to Larson (1984), a translator is required to perform a thorough analysis of the source text to ascertain its intended meaning, and subsequently, reproduce the same meaning by utilizing the grammatical framework and cultural backdrop of the target language. The primary responsibility of a translator is to consistently convey the intended meaning from the source language (SL) to the target language (TL and not everyone speaks the same language, translation has been a key to effective, efficient, and empathetic communication between languages and culture).in other hand,The translators may employ translation shift in order to reduce the difficulty and the task that face by the translator.

Translation shift is a translation method that involves substituting linguistic components of the source language with those of the target language while preserving the original

meaning. The utilization of translation shift offers translators a more intuitive approach to the translation process. According to Catford's (1965) classification, translation shift can be categorized into two types *level shift* and *category shift*.

### **level shifts**

Level shifts refer to the transitions that occur between grammatical and lexical elements. This refers to the phenomenon wherein a grammatical component of one language, such as temporal tenses or passive voice, is represented by a lexical component in another language that serves as its equivalent in translation.

### **Category shift**

Category shift refers to a modification in the formal correspondence during the process of translation. Moreover, the phenomenon is categorized into four distinct types, namely *structure shift*, *class shift*, *unit shift*, and *intra shift*.

### **Structure Shift**

*structure shift* refer to a situation where there are two languages that have different elements in the structure of those languages For

Instance : African people (masyarakat africa)

### **Class Shift**

The concept of class shift arises when the corresponding expressions in the source and target languages differ in their grammatical class. The process of replacing a part of speech from the source language (SL) to the target language (TL) exhibits dissimilarities. For instance: Mereka bekerja dengan lambat(adj). They are working slowly (Adverb). (Sneddon, 1996: 336)

### **Rank/Unit Shift**

Rank/Unit Shift. This occurs when the translation equivalent of a unit in one rank of the source language is rendered as a unit in a different rank in the target language. The hierarchical order of language structures can range from morphemes, words, phrases/groups, clauses, and sentences, and in some instances, extend to higher levels such as paragraphs and texts. Unit Shift are divided into two types: 1) *Upward rank shifts* The movement of units of language from lower to upper unit of language is called upward rank shifts. 2) *Downward rank shifts* The movement of units of language from

upper to lower is called downward rank shifts. For instance :Your watch is very sophisticated. (*Jam tangan anda sangat canggih* ) Margono, (1999: 6).

### **Intra-system Shift**

Intra-system shift is the replacement between source text and target text internally within a system. The system refers to each language, in which the language has different term in interpreting one thing. For Instance: the stars (*Bintang-bintang*).

The role of translation is becoming increasingly important. Translation has become a human need in this era of globalization because of the amount of information needed. According to Putera, L. J (2014) Translation is inevitable activity in human existence, it inevitable because human live in Multi-lingual and Multi-Cultural. Nowadays, Translation gave wide impact. translation has a profound impact on literature, art, and language, as it enables literary works and intellectual ideas to transcend language boundaries and reach a wider audience.

Recently, there are many translation works provided in many fields. One of them is literary work.

Literary work becomes important to be translated, for it provides people a means to get better understanding of other cultures. Translation of literary works such as poem or song may pose a significant challenge due to their shared characteristic of utilizing rhyming schemes in each line of every stanza or verse, and the cultural background from source language (SL) to target language (TL) which may affect the translation process, its comes complex and potentially unfeasible. According to Junialo (2021) state that Translating poetry (literary works) is considered one of the most complicated types of translations because a lot of consideration to convey meaning, word choice, rhyme, rhythm. The translators may employ translation shift in order to reduce the difficulty.

The commonly translated literary Work from Indonesian to English is Song. Song is one of part literary works which have sound and rhyme. According to Jamalus (1988) state "Song a set of words, short poem, etc to be sung usually with accompanying music". Many musicians have already done translation nowadays, in order to gain their popularity across their country. Emma Hessters is one of

them. Emma Hessters is a Dutch singer but more popular in another country because she covering and translate the another song with different language into English. According to Ortega (2021) state "covering or adapting previous songs signals a tribute or reworking of popular hits, which implies acknowledgement of the original musicians" the act of covering a song is a new recording of a previously released song made by a different artist or band. Emma who gained his popularity by covering song used Youtube as Platform to present her cover music. The author has identified a significant amount of semantic variation when comparing the lyrics of Indonesian songs to their English translations as rendered by Emma Heesters. The author opted for Emma Heesters' Song Cover due to the disparities observed between the Indonesian and English versions.

In this study, The Author is interested in finding, classifying, and analyzing a Types of shift especially the category shift by using Catford's translation shift theory in Indonesian songs which was translated from Indonesian version into English

version by Emma Heesters on YouTube.

## **B. Research Method**

This research used Descriptive Qualitative Research method. This approach prioritises the collection and interpretation of rich and detailed information. Qualitative inquiry is distinguished by its distinctive content, focus, and methodology. The present methodology demonstrates efficacy in the classification and description of translation shifts, utilising data extracted from Emma heesters cover song. There are 7 Songs will be use as data in this Research there is *Pura Pura Lupa, Lebih dari Egoku , Cintanya Aku, Melukis Senja, Mungkin hari Ini atau Esok nanti, Maafkan aku and, Bertaut.*

The data in this research is from the lyrics that sung by Emma heesters which was translated Some Indonesian song into English version. Tanslations contain any type of category shifts. the source text was taken from the Indonesian version or the original song, while the target text was taken from the English version. The instrument used in this research involved the use of a table to compile the results of the analysis. The table was utilized to organize and classify

data related to a song's category shift. Each sentence in the source text (ST) and its translation in the target text (TT) was identified, and the category shift was subsequently explained. On the table There is 5 column to classifying the lyric which are *Number, Source Text, Translated Text, Type of Shift and Description.*

Documentation was used in collected the data. The steps of collecting the data are explained as follows:

1. Copy the lyric (original and after translated) from *Musixmatch* website
2. Reading all the English and Indonesian version of songs lyrics
3. Classify, analyze, Underlying some important points that can be used as data from Lyrics.
4. Collecting the data into a database.

In analyzing the data, the Author was used comparative technique by comparing different sources of data. According to Heidenheimer, Heclo & Adams (1983), comparative research is the act of comparing two or more things with a view to find something

about one or all of the things being compared. The steps of analyzing the data as follows:

1. Comparing two different sources of data that are source language and target language
2. Classifying the category shift that occur and put it on the table
3. Elaborate the process of Shifting
4. Drawing the conclusion

### **C.Findings and Discussion**

#### **Findings**

Based on the research question, which aimed to To Analyze and Categorize the types of category shifts which divided into 4 types (Structure Shift , Class Shift,Unit Shift,and intra system Shift) that occur in the English version of Indonesian Song's covered by Emma Heesters. Several shifts were found in the Lyrics of the Song's with different types based on Catford's theory. The types of category shifts found in the Lyrics of the Song's were collected and listed in the table along with total of all shift's appear in 7 songs. The total of the data were 189 shifts.

To determine the percentage of each shift, the data for each shift was divided by the total data, and the resulting quotient was multiplied by 100%. This calculation helped ascertain the proportion of each shift within the entirety of the dataset.

**Table 1, Category Shift Percentage**

No	Category Shift	Total Data	%
1	Structure shift	38	20.11%
2	Class shift	11	5.85%
3	Unit Shift	110	58.20%
4	Intra-system Shift	30	15.87%
<b>Total</b>		<b>189</b>	<b>100</b>

Unit Shift emerges as the most prevalent category among the identified shifts, constituting 58.20% of the dataset with 110 instances. Its dominance signifies a frequent occurrence, suggesting a crucial role or higher significance within the observed system or data structure. Following Unit Shift, Structure Shift holds a substantial presence at 20.11%, accounting for 38 instances, indicating notable alterations related to data structure or fundamental arrangement. Intra System Shift, representing 15.87% with 30 instances, signifies modifications within the system's internal components, impacting the dataset's dynamics. Meanwhile, Class Shift

emerges as the least frequent at 5.82% with 11 instances, indicating alterations related to class characteristics or classifications, potentially holding specific importance within the dataset's context.

### **Structure Shift**

There were 44 data of Structure shifts found which some of the shifts were because of the change of the structure or word sequence and the rest due to the translator style in translating the Lyrics.

*ST: Pernah aku jatuh hati*

*TT: I once fell so in love with you*

(line 1 in verse of the lyrics from *Pura Pura lupa* Song)

The example above showed that the source text and the target text had a different arrangement of elements or structure. The word order of *I/aku* as a subject changes, in Bahasa the subject is placed after adverbial time, but after shifting the subject *I*, is placed before it.

### **Class Shift**

17 instances of class shift were identified and analyzed. These instances provided valuable insights into the mechanisms and patterns behind this phenomenon. Researchers often delve into such occurrences to understand how

languages handle syntactic categories differently and how these shifts influence meaning during translation

*ST: Jika kamu salah aku akan lupakan Walau belum tentu kau lakukan yang sama(adj)*

*TT: I'm forgetting the mistakes that you haven't yet made. (noun)*

(line 5 in Chorus of the lyrics *Lebih dari Egoku* Song)

In Bahasa, "salah" serves as an adjective, denoting a quality or state of being wrong or incorrect. However, when translated into English, the need arises to convey the same concept more explicitly as a noun. English typically articulates specific instances or manifestations of a quality by transforming adjectives into nouns. Hence, the class shift from the adjective "salah" in Bahasa to the noun "mistakes" in English represents this necessary adjustment in grammatical structure to encapsulate the same meaning accurately.

### **Unit shift**

*ST: Berjuta memori yang Terpatril dalam hati ini (word)*

*TT: millions of memories are in my heart and always here to stay (phrase)*



(line 2 in chorus of the lyrics from *Mungkin hari ini, hari esok atau nanti* Song)

We can see from the example above the transition from the Bahasa word "terpatri" to the English phrase "always here to stay" involves a unit shift, where a single word is transformed into a multi-word phrase. "Terpatri," a concise word in Bahasa, signifies a strong sense of being firmly established or deeply rooted. On the other hand, "always here to stay" in English expands on this concept, conveying a similar idea of permanence and enduring presence but through a phrase.

### **Intra-System Shift**

the intra-system shift occurs when the system between the source language and target language has different terms internally. There were 30 data of intra-system shift found in this study

#### **1).Plural marking system**

**ST:***Berjuta memori yang terpatri dalam hati ini*

**TT:***millions of memories are in my heart and always here to stay*

(line 2 in chorus of the lyrics from *Mungkin hari ini, hari esok atau nanti* Song)

Bahasa Indonesia relies on explicit markers like "Berjuta" to denote quantity and pluralization, often combined with nouns like "memori" to convey plural concepts without modifying the noun itself. This method highlights plurality without relying heavily on noun alterations, a characteristic feature of Indonesian grammar. Conversely, English pluralizes nouns by adding suffixes such as "-s" or "-es" to indicate multiple instances. In the provided translation (TT: "millions of memories are in my heart and always here to stay"), the adaptation from "Berjuta memori" to "millions of memories" demonstrates an intra-system shift.

#### **2).Personal Deixis**

**ST:***Engkau cintanya aku*

**TT:***You will always love me*

(line 4 in chorus of the lyrics from *cintanya aku* Song)

In Bahasa Indonesia, the distinction between formal and informal second-person pronouns is evident in the usage of "Anda" (formal) and "Engkau" (informal). "Engkau" conveys a sense of intimacy or familiarity, akin to the archaic English

"thou." It signifies a closer, more personal relationship between the speaker and the listener, indicating an intimate bond. However, English lacks a direct equivalent to the informal intimacy conveyed by "engkau." Instead, the English language predominantly utilizes "you" for both formal and informal situations, without the same distinction in intimacy levels.

### **Discussion**

The result of this current study , provides valuable insights into translation theory, specifically within the domain of song lyrics. This study, adopting JC Catford's translation shift theory, reveals Unit Shifts as the dominant shift type, consistent with similar research by Nurhayati (2021) on Quranic verses and Budi (2020) on the translation of Harry Potter. Nurhayati's study, based on Surah Ibrahim Verses 1-52, showed Unit Shifts accounting for 46.71% of total shifts, a trend echoed in Heesters' lyrical analysis. Budi's study on the translation of a novel also reinforced the prevalence of Unit Shifts, constituting 47.85% of total shifts. The alignment between these studies underscores the significance of Unit Shifts in diverse translation contexts.

Similarly, Budi and Hasan's research (2021) identified Unit Shifts as the most dominant shift, constituting 47% of cases. This consistency across studies emphasizes the robust nature of Unit Shifts in translation processes across different genres and text types. However, Sasmito's study on the translation of a short story diverges, identifying intra-system shift as the most dominant, showcasing the complexity of translation shifts across genres. Despite the disparity, supporting findings highlight the influence of linguistic intricacies in English to Indonesian translation. Comparing with Arosyida's (2022) study on short stories, both share common objectives and methods but differ in the dominant shift type. Arosyida found structural shift to be the most dominant, while the present study identifies unit shift as the primary type. This disparity underscores the nuanced nature of translation shifts influenced by various factors, including text type and linguistic intricacies.

### **D. Conclusion**

The result of This analysis explored translation shifts in category shifts in Emma Heesters' cover songs

on YouTube, focusing on different categories of shifts using Catford's translation shift theory. Across 7 songs and 189 instances, several shift types were identified: Structure Shift, Intra System Shift, Class Shift, and Unit Shift. The dominant shift observed was Unit Shift, indicating careful consideration of rhyme, context, and the song's message during translation. In contrast, Class Shift was the least frequent shift type, related to modifications in class characteristics or classifications.

In summary, the study revealed the dominance of Unit Shift in these translations, highlighting the complexity of adapting song lyrics, including stylistic, rhyme and rhythm consideration and emotional elements, to a different language.

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