



Translation shift of translation Webtoon *Nae Aidineun Gangnammiin* (내 아이디는 강남미인) into *I Am Gangnam Beauty*

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ABSTRACTS

Translation is one of the branches of applied linguistics as part of activities in communication between people with various languages. The results of this translation activity are then called translation. However, in every activity, there must be obstacles as well as the translation process. This research discussed the translation shift that occurred in the translation of the webtoon *Nae Aidineun Gangnammiin* into *I Am Gangnam Beauty*. The purpose of this research is to present the results of the translation shift analysis of both the text and dialogue that occurs in the *I Am Gangnam Beauty* webtoon according to its type, and the results of the analysis of the translation stage of the *I Am Gangnam Beauty* webtoon using the theory of Nida and Taber. The data was collected by noting any translation shift found and then grouping them according to their type and stage of translation. The results showed that the most significant translation shift was skewing of information as much as 37 data (41%), gain of information as much as 29 data (32%), and loss of information as much as 24 (27%). Then the translation stages where the most translation shifts were found were the analysis of 40 data (45%), the transfer of 35 data (39%), and the restructuring of 14 data (16%).

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1. INTRODUCTION

Semantics is the study of meaning communicated through language (Al-khaidi, 2020; Khakimov & Shokirova, 2021; Mhute, 2016; as explained by Saeed in the book entitled *Semantics (Introducing Linguistics)* in 2003). This meaning is an important part of the translation process. Translation is one of the branches of applied linguistics as part of activities in communication between people with various different languages (Kusumayanthi & Fitria, 2020; Saragih, 2017).

The results of this translation activity are then called translation. However, in every activity there must be obstacles as well as the translation process. Along with the translation process, there are always shifts or changes in meaning. Newmark (As explained by Akhlada in the research entitled *Pergeseran Bentuk Dan Makna Dalam Terjemahan Komik L'agent 212 (Dari Bahasa Prancis Ke Bahasa Indonesia)* (Form and meaning shifts in the translation of the comic 'L'agent 212' (From French to Indonesian)) in 2014) states that in translating there is always a missing meaning. In other words, the translation result cannot be exactly the same as the original text, and this is due to various factors (Simanjuntak, et al., 2021). Simatupang stated that one of these factors is the rules in each different language (as explained by Soemargo in the research entitled *Analisis Pergeseran Bentuk Dan Makna Dalam Subtitle Film Apple Of My Eye (Bahasa Mandarin Ke Bahasa Indonesia)* (Analysis of Form and Meaning Shifts in the Subtitles of the Film 'Apple of My Eye' (from Mandarin to Indonesian)) in 2017).

Translation activities on the webtoon *내 ID는 미남인강* (I am Gangnam Beauty) are important to convey an understanding of the content of the story to global readers. The translation serves to convey the content of the story, characters, and nuances of the webtoon to readers who do not speak Korean. In the process of diversifying the meaning of a translation, something will be lost (Nurmala & Purba, 2017). Because in translation there is a difference in the application of grammar in each language, it requires the translator to create a word equivalent that approaches the meaning of the original language. This webtoon is important to discuss because it has the contents of a story about how one faces the standards of beauty in society, reflecting the culture and problems in Korea. But it also provides insight into the effect that translations have on delivering messages from one language to another. This shows the role of language in expression and understanding to global readers.

Some relevant research to this study is the research by Nurmala and Purba (2017) on *Pergeseran bentuk dalam terjemahan artikel di Majalah Kangguru Indonesia* (Shifts in form in the translation of articles in Kangguru Indonesia Magazine). The research findings indicate that in the article "Street Vendors," there were 13 shifts—9 structural shifts and 4 unit shifts, with 3 sentences experiencing 2 shifts in 1 sentence and 5 sentences having no shifts. In the article "Traditional Market," there were 13 shifts—9 structural shifts, 2 unit shifts, 1 class shift, and 1 intra-system shift, with 1 sentence experiencing 2 shifts and 6 sentences with no shifts. Additionally, in the article "Rubber Time," there were 8 shifts—5 structural shifts, 2 unit shifts, and 1 intra-system shift, with 2 sentences having no shifts.

The research conducted by Sabrina (2015) on *Pergeseran makna dalam penerjemahan dari bahasa Inggris ke dalam bahasa Indonesia pada teks perjanjian internasional di bidang pertahanan* (Meaning shifts in the translation from English to Indonesian in international defense agreement texts) shows that various shifts in meaning, such as reduction, addition, and information alteration, were found in the translation process. Reduction of information occurred in twelve instances (52.17%), addition of information in three instances (13.04%), and information alteration in eight instances (34.78%).

The research conducted by Saragih (2017) on *Penggunaan Strategi Struktural dan Semantik dalam Terjemahan Cerita Rakyat Jepang “Donguri dan Kucing Hutan” Karya Antonius Pudjo* (The use of structural and semantic strategies in translating the Japanese folk tale 'Donguri and the Forest Cat' by Antonius Pudjo) shows that from the 14 sentences taken as data, it is known that on the structural strategy found transposition strategy 6 sentences, semantic strategy found semantic strategy of adding and synonyming each 5 sentences, deletion 4 sentences, modulation 2 sentence, and levy 1 sentences. Of the 7 sentences used as data in uncovering the implicit meaning contained in the folklore, it is known that there is 1 referential meaning, 2 meanings of linguistic context, and 4 situational meanings.

This research focuses on analyzing translation shifts in the translation of the webtoon 'I Am Gangnam Beauty.' Additionally, the research problem formulation refers to what types of translation shifts most frequently appear in the webtoon 'I Am Gangnam Beauty' and at which stage of the translation process these translation shifts occur. Concerning the issues to be discussed, this research has two objectives, to describe the results of the analysis of meaning shifts in the text and dialogues that occur in the webtoon 'I Am Gangnam Beauty' based on their types and to present the results of the analysis of the translation phases of the webtoon 'I Am Gangnam Beauty'.

1.1 Translation

Translation is different from transliteration. According to Nida and Taber (As explained by Akhlada in the research entitled *Pergeseran Bentuk Dan Makna Dalam Terjemahan Komik L'agent 212 (Dari Bahasa Prancis Ke Bahasa Indonesia)* (Form and meaning shifts in the translation of the comic 'L'agent 212' (From French to Indonesian)) in 2014; Kusumayanthi & Fitria, 2020; Nurgaha, et al., 2017; Sari & Zamzani, 2020), translating is rewriting the text from the source language into the target language using the equivalent that is closest to the source language. The important thing to remember is that when translating, the reader does not automatically understand the speaker's words, we need to add the translator's knowledge to the meaning itself (As explained by Kim in the research entitled *의미론적번역론'을 통한 중·한 번역 연구:외국인 번역자의 번역 텍스트를 중심으로* (A Study on Chinese-Korean Translation through Semantic Translation Theory: Focusing on Translated Texts of Foreign Translators) in 2016). Another scholar of semantic translation theory, Marianne Lederer (As explained by Kim in the research entitled *의미론적번역론'을 통한 중·한 번역 연구:외국인 번역자의 번역 텍스트를 중심으로* (A Study on Chinese-Korean Translation through Semantic Translation Theory: Focusing on Translated Texts of Foreign Translators) in 2016; Yang, 2018) divides the translation process into three stages:

- 1) The first step is 'understanding'. When looking at the original text, the breadth of the meaning of each word is so broad that the meaning is often ambiguous. Therefore, in this process, it is very important to observe the contextual situation of the text which contains the respective vocabulary. This means that sentences with vocabulary must be understood properly to be translated. An indispensable element in this process includes knowledge of the relevant language, as well as specific knowledge and background knowledge of the object or text content mentioned.
- 2) The second step is to 'leave the original language'. Once you understand the meaning of the original text in the first step, readers or translators should now be separated from the original text. The same is true for translators. In this process, the reader (listener) only remembers the

"content meaning" which is formed at the "understanding" stage, not the linguistic meaning of the word. In other words, it is not the word itself, but a 'unit of meaning'. If the translator becomes too entangled in each text, not only the entire context of the original text is missed, but in severe cases, language contamination or translation errors can occur.

- 3) The third step is 'reproducing the target word (arrival word)'. The translator who has gone through the previous two steps convey the inner meaning hidden in it, not the speaker's verbal expression. At this time, what the translator needs to pay attention to is that the subjective element of the translator itself is not included in the delivery process. However, as long as the message content is not distorted, the translator's own background knowledge can be utilized appropriately.

While the translation stages according to Nida and Taber (As explained by Ningtyas in the research entitled *Pergeseran Bentuk Dan Makna Dalam Terjemahan Komik Detective Conan Vol 84 Dan 85* (Shifts in form and meaning in the translation of Detective Conan Comics Vol 84 and 85) in 2017) are divided into analysis, transfer, and restructuring.

- a) Analysis, that is the translator stage analyzes the messages conveyed in the source language. This analysis is divided into two things, namely (a) the grammatical relationship of the words conveyed, and (b) the meanings and combinations of the words conveyed.
- b) Transfer, that is the translator stage transfers the message he has analyzed from the source language to the target language in his mind.
- c) Restructuring, that is the stage where the message is transferred is then rearranged into a fully acceptable message in the target language.

1.2 Translation shift

All languages can be translated. However, if the two languages have different characteristics, such as English and Korean, then when translating one of them there will be a shift in meaning or translation shift. As stated by Haryanti (Nurmala & Purba, 2017), a translator cannot avoid a shift in translation. The shift made by a translator is to achieve three aspects, namely accuracy, acceptability and readability (Nida, 2018).

According to a language expert, Eugene Nida (Sabrina, 2015), three shifts in the translation process are as follows.

- 1) Gain of information. Gain of information is information that is not found in the source language but that information is added in the target language.
- 2) Loss of information. Loss of information it can be done if the meaning shown by a certain word or expression is not important enough in the preparation of the reading and it disturbs the reader with a long explanation, then the translator can apply omission. This was done by the translator with the aim of reducing penetration and stiffness.
- 3) Skewing of information. Skewing of information is the translation of words in the source language that is not commensurate with the target language.

2. METHODS

This research was conducted using a qualitative descriptive method. Mukhtar (As explained by Hulu in the research entitled *Analisis Kesalahan Penggunaan Ejaan Pada Karangan Narasi* (Analysis of Spelling Errors in Narrative Essays) in 2014) suggests that a qualitative descriptive research method is a method used by researchers to find knowledge or theory about research at a certain time. Through this method, the writer tries to reveal what shifts in meaning that occur in the webtoon 'I Am Gangnam Beauty (내 ID 는 강남 미인)'.

The data source for this research is the webtoon 'I Am Gangnam Beauty (내 ID 는 강남 미인)' by Kim Maeng Ki (김맹기). The collected data corresponds to the research objectives. The steps to be taken include gathering literature studies on semantic theory, translation, meaning shifts, and comics. The collection of literature studies is conducted to gather information relevant to the research topic or issue. Then, reading the webtoon 'I Am Gangnam Beauty' to understand the storyline of the webtoon and identify translation shifts in each episode. Finally, documenting each translation shift found and categorizing them by type to facilitate data analysis.

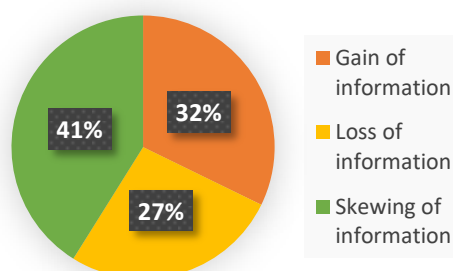
Classify each type of translation shift according to the translation stages. The aim of data collecting is to make data analysis easier.

3. RESULTS AND DISCUSSION

This section presents the findings of a descriptive analysis of the shifts in meaning and the stages of translation that were found. The two findings are formulated in the diagrams below. First, diagram 1 shows that the translation shift is categorized into three types of data.

Diagram 1.

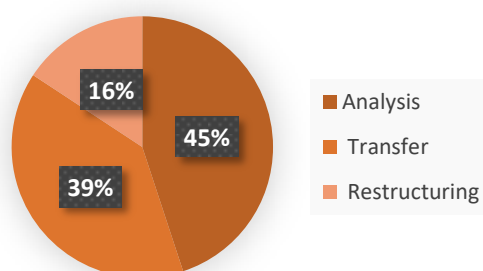
The classification of translation shift



In this research, from the 50 episodes that the researcher analyzed, it was found that 76 data of translation shift were divided into gain of information (32%), loss of information (27%), and skewing of information (41%). Skewing of information received the highest percentage of 37 data obtained from 50 episodes of the webtoon 'I Am Gangnam Beauty (내 ID 는 강남 미인)'. Meanwhile, gain of information received 29 data and loss of information received 24 data. Second, diagram 2 below presents the stages of translation.

Diagram 2.

Classification of the stages of translation



Of the 76 translation shift found, translation shift occurred at the analysis translation stage (45%), transfer stage (39%), and at the restructuring stage (16%). The analysis stage gets 40 data or 45%, followed by the transfer stage with 35 data or 39%, then the final stage is the restructuring stage gets 14 data or 16%. Below are details of findings from the shift in meaning in the form of adding information, reducing information, and changing information.

3.1 Gain of information

Example 1. Mirae's sentence (Episode 1 Webtoon *I Am Gangnam Beauty*).

BSu : 대학 OT 날이거든요
(Ini hari OT kampus)

BSa : Saya ada *Orientasi Universitas*.

Looking at example 1 above, the added meaning or information is found in the word 'OT' which is literally translated as 'OT kampus'. 'OT' is short for orientation which means orientation in Indonesian. Therefore, when translated into BSa, the word "OT" is translated into "orientasi" (orientation). This is done so that the reader does not get confused because the Indonesian people do not know the word OT but orientation.

Example 2. The sentences of the seniors (Episode 2 Webtoon *I Am Gangnam Beauty*).

BSu : OT 에서부터 컷 CC-?! (CC pertama dari OT?-!)

BSa : Dari *orientasi* udah ada *pasangan* nih-?

In the second example sentence, there is information added from '컷 CC' to 'pasangan' (partner) and also 'OT' to 'orientasi' (orientation). For 'OT' it is already explained in the first example sentence. The "CC" in BSu stands for English couple. Because BSa is an Indonesian language that does not recognize the term CC, the sentence "CC" is changed to "pasangan" (partner) with the intention of making it easier for the reader to understand the storyline.

Example 3. Kyungsuk and Mirae's dialogue (Episode 75 Webtoon *I Am Gangnam Beauty*)

BSu : 전화는? (*Teleponnya?*)

BSa : *Teleponnya* *nggak diangkat?*

The word '전화는' means 'teleponnya' (the phone) and it is contained in BSu, which letter then translated as 'teleponnya *nggak diangkat*' (he/she did not pick up the phone) in BSa. There is additional information that is '*nggak diangkat*' (not picked up). The translator does this to better explain the situation that occurs in the story so that the reader can better understand it.

3.2 Loss of information

Example 1. Chanwoo's sentences (Episode 5 Webtoon *I Am Gangnam Beauty*)

BSu : 백퍼 잘 될수 있었는데...!!
(*Harusnya bisa 100% berhasil...!!*)

BSa : *Padahal harusnya jadi lancar...!!*

The word '백퍼 잘 될' if interpreted directly will be '100% berhasil' (100% successful) because 백퍼 itself stands for 백퍼센트 or 100%, but the translator changed it to 'fluent'. This is

done to eliminate long explanations because the word '100% berhasil' (100% successful) can be shortened again to 'lancar' (fluent).

Example 2. Wonho and Songwoon's dialogue (Episode 7 Webtoon I Am Gangnam Beauty)

BSu : *졸보* ㅅ ㄱ ㅋ ㅋ ㅋ ㅋ ㅋ ㅋ
(*Dasar kucing penakut hahahaha*)
BSa : *Dasar cemen hahahaha*

The loss of information occurs in words ‘졸보’ which means 'kucing penakut' (scared cat) which is translated as 'cemen' (coward). ‘Kucing penakut’ and ‘cemen’ are synonymous with the meaning of someone who is easily afraid. However, the word 'kucing penakut' is rarely used by Indonesians and it is also in accordance with the context of the dialogue in the story, that a character is mocking his friend. Therefore, the word 'cemen' is considered more suitable for light dialogue contexts.

Example 3. Mirae and Kyungsuk's dialogue (Episode 10 of Webtoon I Am Gangnam Beauty)

BSu : *교양 수업이 있어-!!!*
(*Aku ada kelas liberal-!!!*)
BSa : *Aku ada kelas-!!!*

In Korea there is a liberal class or ‘교양 수업’ as mentioned in the story. The meaning of a ‘kelas liberal’ (liberal class) in Korean is a subject taken outside of the main subjects at university. In Indonesia, the liberal class is commonly known as MKDU or General Basic Course. However, webtoon readers are not only from students, so not everyone will understand the terms in the world of lectures. Therefore, to reduce stiffness, the translator would simply translate it into 'kelas' (class).

3.3 Skewing of information

Example 1. Kyungsuk's sentence (Episode 24 Webtoon I Am Gangnam Beauty)

BSu : *그 이전에 널 **꺾아먹**는 짓이잖아.*
(*Sebelumnya, itu akan menggerogotimu*)
BSa : *Yang seperti itu akan menghancurkanmu duluan.*

The word ‘꺾아먹다’ is Korean word for 'menggerogoti' (gnawing). In the text above, the translator translates ‘menggerogoti’ into ‘menghancurkan’ in BSa. According to the KBBI, ‘menggerogoti’ (gnawing) is a figurative word for taking (seizing) little by little; destroy little by little and ‘menghancurkan’ is messing up; crushes. Both have the same meaning, namely destroying something, but the translator prefers to translate it as 'menghancurkan' (destroy) so that it can be easily understood by all readers.

Example 2. Mirae and Senior Wooyoung's Dialogue (Episode 33 Webtoon I Am Gangnam Beauty)

BSu : *어... 서, 선배도 하셨었어요?!*
(*Oh... se, senior juga dulu pernah?!*)

BSa : Oh... *ka, kakak juga dulu pernah?!*

The word ‘*선배*’ actually means ‘senior’ but in BSa, the translator translates it into ‘kakak’ (older brother/sister) only. This is because Indonesians do not usually call seniors by ‘senior’ but rather as *akang* (older brother), *teteh* (older sister), or *kakak* (older brother/sister). Because of that, even the translator only uses ‘kakak’ (older brother/sister) according to the Indonesian culture.

Example 3. Mirae's sentences (Episode 51 Webtoon *I Am Gangnam Beauty*)

BSu : *경석이랑 밀어주는건 못 하겠다고.*

(*Aku tidak bisa mendorongnya dengan Kyungsuk*)

BSa : *Aku tidak bisa membantunya dengan Kyungsuk.*

In BSu, there is a word ‘*밀어주는건*’ which means ‘mendorong’ (push). The meaning of ‘mendorong’ (push) in the sentence ‘*aku tidak bisa mendorongnya dengan Kyungsuk*’ (I can't push it with Kyungsuk) is to help someone get closer to another person, so that the translator replaces the word ‘mendorong’ (push) with ‘membantu’ (help), which is considered more suitable for use.

Below are the details of the findings from the translation stages that experienced translation shift.

3.4 Analysis

Example 1. Wooyoung's friends dialogue (Episode 81 Webtoon *I Am Gangnam Beauty*)

BSu : *재 진짜 이 구역 소나무야.*

(*Dia benar-benar pohon pinus di daerah ini*)

BSa : *Dia itu benar-benar keras kepala.*

Looking at example 1, the word ‘*소나무*’ if it is directly translated without going through the analysis stage, the translation will be ‘*pohon pinus*’. Whereas in the story, Wooyoung's friends call it a pine tree because of his stubborn nature. If the translator does not analyze the meaning of the ‘*pohon pinus*’ and translate it straight away, then the translation can confuse the reader because not everyone knows what ‘*pohon pinus*’ means in the story.

Example 2. Mirae's friend's sentences (Episode 53 Webtoon *I Am Gangnam Beauty*)

BSu : *왜 저런 애가 저런 애랑 같이 다니지?*

(*Mengapa anak seperti itu bergaul dengan anak seperti itu?!*)

BSa : *Kenapa anak yang seperti itu jadian dengan anak seperti itu?*

Looking at example 2, analysis is needed in understanding the context of the story. The word ‘*같이 다니지*’ has the meaning of ‘*bergaul*’ (interact). However, what the author means to ‘*bergaul*’ (interact) is that Mirae and Kyungsuk are going out or dating while ‘*bergaul*’ (interact) can also be interpreted as being friends with someone. Therefore, in order to maintain the meaning of the story, the word ‘*bergaul*’ (interact) was changed to ‘*jadian*’ (invented) which means Mirae and Kyungsuk are dating. This is done in the analysis stage when analyzing the meaning of the sentences in the story.

Example 3. Mirae and Kyungsuk's dialogue (Episode 24 of Webtoon I Am Gangnam Beauty)

BSu : 좋은 하루... (*Semoga harimu menyenangkan...*)

BSa : Dadah...

Looking at example 3, analysis is also needed so that the translator can choose the right words in BSa according to the habits and daily lives of the community. As in the example, the sentence '좋은 하루' translates to 'dadah' (bye) while the real meaning is 'semoga harimu menyenangkan' (have a nice day). This is done because Indonesian people do not say 'semoga harimu menyenangkan' as a farewell, but instead use the word 'dadah' (bye) if it is informal. Therefore, the translator adjusts it according to the analysis that has been carried out.

3.5 Transfer

Example 1. Sua's sentence (Episode 71 Webtoon I Am Gangnam Beauty)

BSu : 뿌리치는데 자꾸 나한테...

(*Padahal aku sudah membuangmu tapi kau tetap...*)

BSa : Padahal aku sudah tidak memedulikanmu tapi kau tetap...

Looking at example 1, the word '뿌리치는데' which means 'membuang' (throw away) is translated as 'tidak memedulikan' (don't care). This happens during the transfer process where after analyzing, the translator will transfer the words from BSu into BSa by selecting the appropriate diction. As in the example, the word 'membuang' is changed to 'tidak memedulikan' (don't care). The two words have the same meaning but the word 'membuang' is not suitable for humans while in the story, Sua mentions that he had thrown Mirae away. Therefore, translator replaces the word 'membuang' (throw away) with a word that is more suitable for humans.

Example 2. Senior Wooyoung and Mirae's dialogue (Episode 51 Webtoon I Am Gangnam Beauty)

BSu : 미래씨는 이제 저를 어떻게 생각하냐고요.

(*Apa yang kamu pikirkan tentang aku sekarang, Mirae?*)

BSa : Bagaimana perasaanmu padaku, Mirae?

In example 2, translators also carry out the transfer stage in choosing the right diction to shorten the explanation. In Webtoon, there is not much space available so that translators must also be good at choosing short, but precise diction so as not to eliminate or reduce the meaning conveyed by the author. As in the example, the word 'yang kamu pikirkan' (what you think) is changed to 'perasaanmu' (your feelings). After going through the analysis stage, the translator will understand the meaning of senior Wooyoung's sentence is to ask how Mirae feels about him. Therefore, the translator simply uses the word 'perasaanmu' (your feelings) in BSa to shorten the explanation.

Example 3. Sua and Wonho's dialogue (Episode 74 Webtoon I Am Gangnam Beauty)

BSu : 그거 내 몰카라고.

(*Itu fotoku yang diambil diam-diam*)

BSa : Itu foto candidku.

As in the explanation in example 2, the sentence in example 3 also goes through the transfer stage to shorten the explanation. In addition, the translator also adjusts the chosen diction with the habits of the community at BSa. For example, the sentence 'foto yang diambil diam-diam' (photos taken secretly) is changed to 'foto candid' (candid photos). This is adjusted to the Indonesian people who usually call him candid. In addition, the use of the word 'candid' will also shorten the explanation further.

3.6 Restructuring

Example 1. Mirae and her friend's dialogue (Episode 1 Webtoon *I Am Gangnam Beauty*)

BSu : 강미래! 네가 날 좋아한다고?!
(*Kang Mirae! Kamu suka aku?!*)
BSa : *Mirae Kang! Kamu suka aku?!*

Looking at example 1, the meaning shift occurs at the restructuring stage where the sentence 'Kang Mirae' is translated as 'Mirae Kang'. In Korea, the mention of the name begins with the surname followed by the usual name. Meanwhile in Indonesia, the mention of the surname is behind the common name. When translating, the restructuring process plays an important role in arranging sentence patterns to suit BSa. For example, the name 'Kang Mirae' in BSu translates to 'Mirae Kang' in BSa.

Example 2. Sentences in text (Episode 1 Webtoon *I Am Gangnam Beauty*)

BSu : 진래대학교
(*Jillae Universitas*)
BSa : *Universitas Jillae*

In example 2, the restructuring stage also occurs in the translation of the name of the institution. As previously explained, the translator must also adjust the sentence structure of the translation with BSa. It can be seen in the example, if the sentence BSu is directly translated it will be 'Jillae Universitas' (Jillae University). The results of the translation are correct, but the order is wrong because in BSa, there is a law explaining which states that everything that explains always lies behind what is explained. Therefore, the translator translated it to be 'Universitas Jillae' (Jillae University).

Example 3. Sentences in the text (Episode 4 Webtoon *I Am Gangnam Beauty*)

BSu : 김찬우 선배님
(*Kim Chanwoo senior*)
BSa : *Senior Chanwoo*

In example 3, the meaning shift occurred in the sentence 'Kim Chanwoo senior' to 'senior Chanwoo'. After going through the restructuring stage, the sentence arrangement will be different according to the applicable rules in BSa. As in the example, the word 'senior' after the name is then transferred to the front of the name. This is because in Indonesian, the writing of the position or title is stored before the name, while in Korean, the writing of the position or title is placed after the person's name.

4. CONCLUSION

Based on the results of the analysis of translation shift and translation shift in the translation stages contained in 50 episodes of the webtoon I Am Gangnam Beauty *내 ID 는 강남 미인*, it can be concluded that the most significant translation shift is skewing of information as much as 37 data or 41%, then the gain of information was 29 data or 32% and finally was the loss of information as much as 24 data or 27%. Then, the results of the analyzed meaning shift, the translation stages where the most significant translation shift were found were the analysis stages of 40 data or 45%, followed by the transfer stages of 35 data or 39%, then the last stage was the restructuring stage of 14 data or 16%.

In the translation process, there are several things that must be considered, namely translators are required to understand the context of BSu sentences, and also have broad insight into the language to be translated so that there will be no errors in analyzing BSu sentences. Apart from only transferring BSu to BSa, translators are also required to be clever in choosing the right diction according to the customs or culture of BSa so that it can be well received and easier to understand. Finally, translators are also required to be able to adjust the sentence structure in BSu into BSa in order to make it easier for the translators to rearrange the results of translation or restructuring.

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