ABSTRACT

Translation of a promotional video subtitle is extremely challenging since the target text needs to convey the message equivalently from the source text as much as possible. Because of this, translators need to be aware of translation shift and translation equivalence. This study aims to identify the types of category shift defined by Catford theory (1965) and Nida's for translation equivalence (1964). The descriptive qualitative method was used to analyze the data. This study used secondary source from four videos. First video was Badung Heaven of Dream, second video was Pantai Melasti were posted in *Jegeg Bagus Badung Youtube Channel.* Third video was *Pungin puspa,* and fourth video was *A Story of Sacred Bond from West Bali were* posted on *Jegeg Bagus Bali Youtube Channel.* This study analyzed words, phrases, clauses, terms, and sentences. There were 33 of data in all that were qualitatively examined. Four categories of category shift were identified. These were the following: class shift (1 data), unit shift (10 data), intra-system shift (5 data), and structure shift (17 data). Additionally, two types of translation equivalency were discovered in this study. Formal equivalency comprised 21 data, while dynamic equivalency comprised 12 data. The most common category shift discovered was structure shift, and the most common equivalence discovered was formal equivalence.

Keywords: *Category Shift, Equivalence, Translation, Video Tourism Promotion*