ABSTRACT

This study investigated category shifts and equivalence strategies in the English translation of the Museum Gedong Arca brochure, a bilingual tourism text published by the Cultural Heritage Preservation Center of Bali. Translating cultural and historical tourism content presented unique linguistic and cultural challenges, particularly when source-language expressions lacked direct equivalents in the target language. The aim of this study was to identify the types of category shifts based on Catford's (1965) framework and the types of equivalence based on Nida's (1964) theory used in the brochure's English version. A descriptive qualitative method was employed, using document analysis of the 2017 bilingual brochure. Data were categorized into four types of category shifts structure, class, unit, and intra-system shifts and two types of equivalence: formal and dynamic. The analysis revealed 14 instances of category shifts, including structure shifts (4), class shifts (2), unit shifts (5), and intra-system shifts (3). In addition, 11 instances of equivalence were identified, consisting of 6 formal and 5 dynamic equivalence cases. The findings suggested that structural and unit shifts were the most frequently applied, indicating that grammatical and hierarchical modifications were essential in achieving natural and intelligible translations. Moreover, the preference for formal equivalence highlighted a tendency to maintain fidelity to the source text while still considering communicative clarity. These results contributed to the broader understanding of how translation strategies operated in culturally rich tourism discourse and offered insights for improving the translation of heritage promotional materials.

Keywords: Category Shift, Cultural Texts, Equivalence, Tourism Discourse, Translation Strategy