

ABSTRACT

This study focuses on intra-system shifts in the translation of the Tanah Lot Temple tourism brochure from English into Indonesian. Intra-system shifts occur when the source and target languages have equivalent grammatical systems that are used differently. This phenomenon is crucial in translation, particularly in tourism texts, where linguistic and cultural adaptation is necessary to preserve communicative effectiveness. The study aims to identify the types of intra-system shifts and the translation equivalents used in the target language. It is grounded in Catford's (1965) theory of translation shifts, specifically the intra-system category. The research uses a qualitative descriptive method, with data collected from a bilingual version of the tourism brochure. Through comparative analysis, the study finds that intra-system shifts commonly occur in grammatical categories such as number (singular/plural), article usage, noun phrase structure, word class formation, and passive voice construction. These shifts help ensure that the translation aligns with the grammatical norms of the target language while preserving meaning and cultural relevance. The findings highlight the role of intra-system shifts in creating fluent, accurate, and culturally appropriate translations of tourism discourse. The study concludes that a deep understanding of both source and target language systems is essential for producing effective translations, especially in culturally sensitive contexts like tourism promotion.

Keywords: *catford, grammatical structure, intra-system shift, tourism brochure, translation shift*