The Translation Techniques Analysis of Javanese Implicature in Speech Act Subtitle in Short Movie Tilik

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Abstract

This research discusses the use of translation techniques on speech act in short movie entitled TILIK that contains implicature and its effect to pragmatical shift. The method used in this research are descriptive qualitative process oriented on translation product. This aims to describe: 1) to identify the types of speech act as well as the maxims involved; 2) to identify translation techniques applied in translating the speech act that contains implicatures found in the movie; and 3) to describe the influence of translation techniques towards the pragmatic force shift that might occur in the illocutionary speech act that contains implicatures in the movie. The data source of this research is the dialogue between actors in the short movie entitled TILIK produced by Ravacana Films. The data was collected through several methods, such as content analysis, questionnaire, and focus group discussion (FGD). There were 4 types of speech act that contained implicature found in 132 data. 12 translation techniques used in translating implicatures, and established equivalent was one that frequently used. It was found that the shift of pragmatic force happened in some of data which applied amplification, discursive creation, established equivalent, and reduction techniques in its translation process

Keywords: Javanese; Translation techniques; Speech act; Implicature; Pragmatics

Introduction

To be well accepted worldwide, movies need to be translated in diverse languages, therefore it is needed for translation process so that the message and information can be delivered accurately and in a good way from source language (SL) to target language (TL). Translation is a process of bridging or message redirection from source language to target language, and because translation is aimed for target text reader, thus the translator's concern must focus on equal finding that match to the target readers' culture (Nababan, 2012). Similar with that, Newmark (1988) in his book stated that translation is "rendering the meaning of a text into another language in the way the author intended the text", or in another words it is translating the meaning of a text to another language without changing the meaning intended by the author.

In translating a text, the translator often faced implicit message contained in a speech act, and they must able to translate its message without shifting the meaning and accurate based on the context of the message. For example, a speech act "I have never had a steak prepared this way before", so is the food delicious or bad? Therefore, a good translator not only translate the literal meaning a text but also, they must pay attention to the context it follows.

Audio-visual translation or one of it known as subtitling is a complex part in the world of translation. Beside non-technical factor like linguistic, situational context, cultural, common knowledge from subject of translation, technical factor also has a vital role in translating an audio-visual text (Goettlieb, 2005a). It is not an easy circumstance to translate a conversational implicature, moreover, to translate it into an audio-visual subtitle. The situational context and cultural context cannot be abandoned in interpreting a conversational implicature. Likewise, when translating a conversational implicature, the translator cannot overlook its situational context and cultural context in the audio-visual text. There are some options in translating conversational implicature. The first is to translate the implicature by keeping the original form in the target language or maintain its implicit message. The second one is to translate by explaining the implicature meaning to the target language or in other words is to explicit the meaning. The problem is when the implicature is translated by keeping its implicit form, it may occur the risk of pragmatical shifting in the speech act (Sumardiono, 2011). However, another risk may also occur when translating the implicature explicitly in the target text which is the translator subjectivity or misinterpretation of the context can make the message not delivered correctly as in the source language. The wrong outcome when translating an implicature can make shifting in characterization of an actor in terms of its language and speaking style. For example, when a funny or mysterious character for its implicit and sarcastic speech style in a movie can lost its identity when their speech style is changed to explicit in the subtitle.

Yule (1996:47) defined speech act as "actions performed through utterances are called speech acts". Speech act is an action performed by someone's utterances, or utterances meant for speech partner or interlocutor do something. By doing speech act, the speaker aimed to deliver meaning and communication purposes to their speech partner expecting them to comprehend what is meant. Speech act is not only functioned for building up words, but also has other meaning in the words that spoken by the speaker. To understand the implied meaning in a speech act, it needs comprehension in implicature. Yule (1996:36) define implicature as "primary examples of more being communicated than is said, but in order for them to be interpreted, some basic cooperative principle must first be assumed to be in operation". Implicature is an important part of speech act because it is a concept of what is said can be different to what is meant. Implicature can also be interpreted as other meaning in a meaning of speech act.

Levinson (1983) reveals that implicature consisted of four concepts which are: (1) to give functional meaningful explanation or language facts that unexplained by linguistic theory, (2) to explain external differences meant by the language user, (3) to simplify semantic description about clause relation that connected by same conjunction words, and (4) to explain various linguistic phenomena which seemed not related or even in opposite way, but in fact it has tangible relation and clear meaning. According to Grice (1975), conversational implicature appears from a violation of four maxim, which are the maxim of quantity, the maxim of quality, the maxim of relation, and the maxim of manner.

Austin (1962) classify speech act into three types, which are locution act (an act of saying something), illocution act (an act of doing something), and perlocution act (an act of affecting something). Locution act is solely an act of saying something with words or sentences correspond on its own meaning in the dictionary and those meaning is also corresponded to its syntax principle. Whereas in illocution act, it is something that be intended or achieved from a speech act. Perlocution refers to effect resulted from a speech act. Furthermore, Searle (1969:21), divides illocution act based on its function into five categories, which are assertive, directive, commissive, expressive, and declarative.

On other researches, it still points out on certain speech act like directive (Adzim, 2019; Syah, 2017; and Mugrib, 2020). Besides, those research' focus only on exploring politeness and did not scope translation field. While on other researches that study implicature did not cover speech act on a movie (Karini, 2014; Sumardiono, 2011) and uses educational aspect (Asror, 2014; Santoso, 2019; Pratama, 2018).

On the other hand, research on implicature in the speech act of movies, there are some that study translation techniques (Pranata, 2015; Widyastuti, 2017). However, those researches focus on Hollywood movies that uses English as the source language.

Based on gap from previous researches, the writer has chance to continue the study of speech act using the theory initiated by Searle (1969), specifically about implicature. Generally, the aim of this research is to analyze translation techniques in the speech act containing implicature in the short movie entitle Tilik that uses Javanese language as the source language and its subtitle in English. Particularly, the aim of this research are 1) to identify the types of speech act containing implicature and the maxims involved, 2) to investigate the techniques used in translating the speech act containing implicature, and 3) to describe the effect of translation techniques in terms of pragmatic shift in the translation of speech act containing implicature.

Theory and Methodology

This research is a qualitative descriptive with embedded case study and using pragmatic approach. The data source of this research is a short movie entitled Tilik produced by Ravacana Films. The data used is illocution speech act in Javanese and its translation in English that contain implicature. The data is collected using document analysis, questionnaire, and focus group discussion. This research is using purposive sampling technique or criterion-based sampling. Then the collected data are analyzed by using content analysis which consisted of four steps: domain, taxonomy, componential, and finding cultural analysis.

The writer used translation techniques theory proposed by Molina & Albir (2002) that have eighteen classification of translation techniques which are adaptation, amplification, calque, borrowing, compensation, description, discursive creation, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition, and variation.

Result and Discussion

Speech Act

After analyzing thoroughly, it is found some Javanese speech act in the movie that contain implicature, and then it is classified based on Searle's speech act theory. The writer found four types of speech act that contain implicature which are assertive, directive, commissive, and expressive. Amongst all the data found, assertive is the highest frequency of occurrence with 78 data (59.10%) from 132 research data. In expressive type the writer found 31 data (23.49%), in directive with 18 data (13.63%), and in commissive with 5 data (3.78%) as displayed in the table below along with the explanation and data samples.

Speech Act Data

No.	Type of Speech Act	Amount	Percentage
1.	Assertive	78	59,10%
2.	Expressive	31	23,49%
3.	Directive	18	13,63%
4.	Commissive	5	3,78%
	Total	**132**	**100%**

Assertive

Assertive is a type of speech act that assert belief of the speaker to something, like confirming, proposing, reasoning, answering.

Example:

(SL) Bu Tri: *"Lha yo mesti ki Dian dadi omongan to, Bu."*

(TL) Bu Tri: "Of course everyone talks about her."

From the example above, it is an assertive speech act containing implicature. Bu Tri gives her opinion about Dian who becomes the village sensation because of her poor attitude (check in to hotel with unknown men, purchase luxury items, etc), on this speech act, Bu Tri violates maxim of manner as she did not give clear explanation of her opinion towards Dian, whether it is good or bad.

Expressive

Expressive is a type of speech act that express the speaker's feelings to something, like commending, thanking, criticizing, complaining, swearing.

Example:

(SL) Bu Tejo: *"Yen uripe Dian ki arep rusak-rusakan to, kui kan masalahne dhewek'e dhewe."*

(TL) Bu Tejo: "If her life is miserable, that's her problem."

On the example above, Bu Tejo criticizing Dian's life that according to her it is not in a good path and ruined. Bu Tejo's expressive speech act contains implicature because it violates maxim of quality as she accused someone without a valid evidence.

Directive

Directive is a type of speech act that shows the speaker's desire which tend to ask others to do something like ask for, demanding, challenging, ordering, directing, forbidding, suggesting.

Example:

(SL) Ibu-Ibu: *"Yu Sam, Yu Sam. Ndungkluk! Ndungkluk! Ndungkluk, Yu Sam."*

(TL) Ibu-Ibu: "Yu Sam, get down."

The example of directive speech act above with function telling to do contains implicature. The context of situation is when Ibu-ibu is standing in the truck, they asked Yu Sam to get down because Gotrek gave horning signal to avoid police attention because truck is forbidden to carry people in its bed and could be stopped and ticketed by police. The speech ach uttered by Ibu-ibu violates maxim of quantity because they didn't specify why Yu Sam needed to get down.

Commissive

Commissive is a type of speech act that used by the speaker to involve themselves and make commitment onto some act in the future like promising, make an oath, threatening.

Example:

(SL) Bu Tejo: *"Apa tak telponké sodara saya yang polisi apa gimana? Ha?!"*

(TL) Bu Tejo: "Do you want me to call my police officer relation?"

From example give above, the speech act is a commissive type because the speaker threatened someone but did not give explanation of why of what is it about calling her police officer relation, and that speech act violates maxim of manner.

Translation Techniques

In analyzing translation techniques, the writer uses theory proposed by by Molina & Albir (2002). From the linguistic data, it was not only found single translation techniques but also couplet, triplet, and quartet. The frequency of translation techniques used is 206 times in 132 data found. The most frequent technique used is established equivalent by 96 times (46.6%), then reduction by 35 times (17%), amplification by 21 times (10,2%), modulation by 19 times (9.23%), adaptation by 12 times (5.83%), discursive creation by 7 times (3.4%), borrowing by 4 times (1.94%), compensation by 4 times (1.94%), substitution by 3 times (1.45%), generalization by 3 times (1.45%), linguistic amplification by 1 time (0.48%), and linguistic compression by 1 time (0.48%).

Pragmatic Shift

In this research, the writer found some pragmatic shifts in the translation of speech act that contains implicature. From 132 data, 15 data have pragmatic shift or 11.36% due to the use of translation techniques.

The translation techniques that caused pragmatic shift are amplification, reduction, linguistic amplification, established equivalent, modulation, generalization, and discursive creation. From all the translation techniques, amplification is the most affecting in pragmatic shift. That is because there are cultural differences in the target language thus it needs additional words or terms to fit the context situation, so the translation become acceptable in the target language even though it often shifting implicit message become explicit. Below is one of the research findings that have pragmatic shifting in its translation. The context situation is when Ibu-ibu is gossiping about Dian and Bu Lurah, Gotrek with joking then proposed Dian to go for next Lurah (village head) election. The response of Mbak Yati to Gotrek is an implicature with illocution act expressive caviled.

(SL) Mbak Yati: "Senengane lirak lirik"

(TL) Mbak Yati: "He always glancing at that filthy woman."

The addition of "at that filthy woman" is a form from the use of amplification technique that make pragmatic shift on expressive speech act with function caviling at to become assertive speech act with function stating with the result the sentence in the target language did not have any implication of something. The shifting from the use of translation technique is caused by cultural differences in the target language that needs to be further explained so the audience will be able to understand of the ongoing speech context.

Summary

According to the analysis and discussion on the translation techniques that used to translate the speech acts containing implicature on the short movie Tilik, the writer found some techniques used which are established equivalent, modulation, reduction, generalization, borrowing, discursive creation, adaptation, amplification, linguistic amplification, compensation, substitution, and linguistic compression. There are four types of speech acts that contain implicature which are assertive, expressive, directive, and commissive. The pragmatic shift found in this research as a result of use of translation techniques did not give significant impact with only 11.36% of all the data found. It is because from the result of translation, generally the translator is considered able to redirect implicature from the source language to target language.

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