CHAPTER I
INTRODUCTION

A. Research Background

Nowadays, film has become a part of world community, especially as a means of entertainment. This is evidenced by the development of the world film industry. The progress of the development of world film industry was also seen by the proliferation of cinemas in all countries, including Indonesia. However, the development of information and communication technology in the present age makes everyone more easily in accessing the Internet. It makes people easier to enjoy the films without having to go to the cinema. One of sites that provide download films access is www.ganool.com. This site provides a variety of local and international films. Anyone even children can easily access and download movies for free there.

Usually, the downloaded film had been equipped with its subtitle. It makes easy for movie lovers in enjoying the film. However, there is no quality guarantee in the subtitle film. It is because there is no information about the translator background. In other hand, the translator has an important role in delivering the messages. Larson (1984:3), states that “translation is transferring the meaning of the source language into the receptor language. This is done by going from the form of the first language to the form of a second language by way of semantic structure.” This definition explains that translation is not only transferring the language, but also transferring the
meaning which is bringing from the source text. When the translator produces a subtitle film, it means that s/he has to translate the dialogues expressed by the characters of the film accurately and acceptably. It is because the dialogues in the film lead the audience to understand the story plot. By the dialogues, character’s feeling can be known explicitly too.

Linguistic competency is very important for a translator in producing good-quality translation. One of branch linguistics study that should be owned by the translator is pragmatics. Talking about pragmatics means that talking about meaning in utterances. The translator is demanded to translate the speaker’s meaning accurately to make the audiences get the point about the story of the film successfully. In the film, the characters always perform speech acts by their dialogues. One of the speech acts that frequently used in the dialogues and frequently used in daily conversation is directive speech acts. According to Searle (1976) directive speech acts are used by the speaker to make the hearer to do something. For example, the speaker may ask question, make a command, request, or an invitation. Each character’s power and status can be known from the directive speech acts used by them. Mastery of linguistic especially pragmatic is very necessary for translator in translating directive speech acts.

One of the translators of film subtitles is Pein Akatsuki. This member of IDFL.us had been created hundreds movie subtitles and uploaded in many sites, such as: idfl.us, www.ganool.com, sebuah-dongeng.blogspot.com and subscene.com. Moreover, many of his subtitles get maximum rate. One of films which had translated
by him is: 'The Lorax'. It is second animated film which was released in 2012 and based on Dr. Seuss' children's book of the same name. There are many directive speech acts which are appearing and expressing by different people that have different social status in the dialogues of the film. Some of directive speech acts that can be found in the dialogues of the film are commanding, requesting, questioning, prohibiting, and warning.

Example 1:

Source text:

Grammar : “Would you be a dear and go get them for me?”

Target text:

Grammar : “Maukah kau mengambilkannya untukku?”

The context of situation of the example above describes that the conversation between Grammy and Mom, the speaker is Grammy and the hearer is her daughter. They have close relationship as family member. Therefore, the speaker has more power than the hearer due to her status as hearer’s mom. The speaker asks the hearer to do something for her. The Grammy asks her daughter to take her teeth in their lunchtime. The illocutionary function of the directive speech in the example above is categorizing into directive speech act of requesting. The request is conveyed in interrogative sentences. She uses strategy of indirectness to make a polite request.
In the target text, the translation uses reducing technique by omitting a phrase ‘be a dear’. By reducing a phrase, it means that there is transposition technique applied in the target text. The translator changes a compound complex sentence into a simple sentence. The adding of suffix-\textit{lah} marks there is a variation technique occurring in the translation. However, the meaning of the speaker’s utterance is conveyed well although there is omission in meaning. It makes the quality of his translation become less accurate.

This translation can be categorized as acceptable and readable translation because there is no difficult or inappropriate word used in the target text. The translator also does not change the form of the sentence. Both of source text (ST) and target text (TT) are interrogative sentences. It means that the translator maintains the strategy of indirectness used in source text in expressing polite request. The children viewers are easy to understand the meaning of the utterance. They can get the message without replaying the scene.

Example 2:

Source text:
Ted : “Well, where can I find him?”

Target text:
Ted : “\textit{Dimana aku bisa menemukannya}?”
The context of situation in the second example describes that the speaker is the grandchild of the hearer. Therefore, the speaker’s power is lower than the hearer. Moreover, the speaker and the hearer have close relationship as family member. The speaker asks a question to the hearer when the hearer finished her story just now. This example belongs to directive speech act of questioning. It is a direct speech act, since the structure of the sentence is interrogative sentence and the function is for making question/asking information.

There is linguistic compression technique occurring in this translation. A word ‘well’ is not translated in the target text. The linguistic compression occurring in this translation does not affect the accuracy of the translation. All of the meaning of the sentence is conveyed fully into target text. Therefore, the translation belongs to accurate translation. The translation also belongs to acceptable and readable translation. There is no inappropriate word used in the translation and there is no need to the viewers/readers replay the scene to understand the meaning of the utterance.

Example 3:

Source Text:

Mr. O’Hare : “Stop that maniac!”

Target text:

Mr. O’Hare : “Hentikan maniak itu!”

The speaker is Mr. O’Hare, a billionaire and the richest man in the town while the hearer is the citizen in the park. The speaker has more power than the hearer. Mr. O’Hare gives command to the citizen to stop Ted. O’Hare calls Ted as maniac
because he does not like Ted that will plant a seed in the park. The example above belongs to directive speech act of commanding.

There is borrowing technique occurring in the translation. The word ‘maniac’ is translated into ‘manjak’ in Bahasa. The type of borrowing technique here is naturalized borrowing because there are adjustment in the pronouncing and the spelling of the word.

The translation above belongs to accurate translation because the message is conveyed fully into target language. Moreover, the translation also belongs to acceptable translation, because there is no inappropriate word or phrase used in the translation. However, this translation belongs to less readable translation, because the using of word manjak in the TT is not familiar for children viewers. The children viewers need a few times to understand this word refer to.

According to the examples above, the researcher found that the directive speech acts in the film entitled ‘The Lorax’ is interesting to be analyzed. Moreover, there are many subtitles created by the translator and uploaded in many sites get maximum rate. Therefore, analyzes the quality of the subtitle film is very interesting.

The similar research has ever been done by Ari Wahyuni. She did this research in 2014, entitled: Analisis Teknik Penerjemahan Tindak Tutur Direktif dalam Film Alice in Wonderland dan Pengaruhnya Terhadap Kualitas Terjemahan. She found 6 types of directive speech acts and translated using 6 types of translation techniques. Even though the topic is similar, the data and the source of data analyzed in this research are different. The data of this research are directive speech acts found
in the dialogues of the film entitled: *The Lorax*. Thus, the researcher is interested to conduct films subtitle analysis entitled: “TRANSLATION QUALITY ANALYSIS ON SENTENCES ACCOMODATING DIRECTIVE SPEECH ACTS IN THE CHILDREN MOVIE ENTITLED: THE LORAX”

**B. Research Limitation**

The researcher gives limitation to this research to avoid uncertainty in analyzing problems. There are kinds of speech acts that can be found in this film, this research only focuses on the sentences which are accommodating directive speech acts found in the film entitled ‘*The Lorax*’. The data are all of sentences which are accommodating directive speech acts found in the dialogues in the film entitled: “*The Lorax*” as the source text and its subtitle as target text. This research analyzes the type of directive speech acts found in this film, the application of translation technique, and the impact of the translation techniques to the quality of the subtitle in terms of accuracy and acceptability.

**C. Research Problems**

Based on the background of the study, the problems of the research are formulated as follows:

1. What types of directive speech acts which are found in the dialogues of the film entitled: ‘*The Lorax*’?
2. What the translation techniques applied by translator in translating sentences which are accommodating directive speech acts in the film entitled: ‘The Lorax’?

3. How is the impact of the techniques used in the translating the sentences which are accommodating directive speech acts in the film entitled: ‘The Lorax’ to the quality of translation in terms of accuracy, acceptability, and readability?

**D. Research Objectives**

Based on the problem statements above, the research objectives of this research are:

1. To find out the types of directive speech acts found in the dialogues of film entitled: ‘The Lorax’.

2. To identify the translation techniques applied in translating sentences which is accommodating directive speech acts in the film entitled: ‘The Lorax’.

3. To know the impact of the techniques used in translating sentences which is accommodating directive speech acts in the film entitled: ‘The Lorax’ to the quality of translation in terms of accuracy, acceptability, and readability.

**E. Research Benefits**

The researcher expects this research will give some benefits for:

1. The translators
The result of this research can give more knowledge for the translator in translating sentences which is accommodating directive speech acts. Moreover, this result can give other views for the translator in translating sentences which is accommodating directive speech acts.

2. The translation studies

The researcher expects that the results of this research can give deeper and more comprehensive information about kinds of speech acts especially directive speech acts. Moreover, the result of this research can give information to translation studies in translating sentences which is accommodating directive speech acts for the translation studies.

3. Lecturers of English Department

The researcher expects that the results of this research can be used as additional information for the lecturers in teaching speech acts, especially directive speech acts.

4. Other researcher

The results of this research are expected to be beneficial for other research to be a new reference about types of directive speech acts, the techniques used for translating sentences which is accommodating directive speech acts, and.
F. Thesis Organization

This research is arranged into five chapters, as follows:

CHAPTER I  INTRODUCTION consists of research background, research problems, research objectives, research limitations, research benefits, and thesis organization.

CHAPTER II  LITERATURE REVIEW explains the definition of translation, problems in translation, type of translation technique, translation quality assessment, kinds of speech acts, directive speech acts and about the film.

CHAPTER III  RESEARCH METHODOLOGI consists of research method, source of data, sampling technique, method of data collection, techniques of data analysis, and research procedure.

CHAPTER IV  RESEARCH FINDINGS AND DISCUSSION covers the analysis of kinds of directive speech acts found in the film, the analysis of techniques applied in translation of sentences accommodating directive speech acts and the impact to the quality of translation.

CHAPTER V  CONCLUSION AND RECOMMENDATION covers the conclusion of the research and the recommendation for translator and students.