An Analysis of Translation Techniques of Positive PolitenessStrategies Found in the Indonesian Subtitle of "Vikings" Television Series

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Abstract. This research investigates language patterns in the context of translation techniques and politeness techniques in the English-Indonesian subtitles of the "Vikings" television series. Qualitative method was used to analyze translation techniques of politeness strategies performed by the characters in the "Viking" television series. The frameworks used to analyze are the ones proposed by Brown & Levinson (1987) and Molina and Albir (2002). The results showed that Positive politeness strategies such as "Seek Agreement" and "Offer, Promise" are the most frequently used in the "Vikings" television series. The Findings toward the usage of positive politeness underscore the important role of good communication, cultural sensitivity, and purposeful language use in translation techniques for increased understanding in this media setting. Among 12 techniques used, established equivalent is leading at 41.67%. The rest of the translation techniques consist of calque with the percentage of 25%, Literal Translation with 16.67%, Linguistic Amplification with 8.33%, and Reduction with 8.33%.

Keywords: politeness strategies, positive politeness, translation technique, vikings

RESEARCH BACKGROUND

Almost all human interactions involve language, passively or actively conveyed. Cited from (sanjevdatta.website2.me, 2023) Active communication is when two people engage in face-to- face conversation while exchanging ideas in real time. Passive communication is the exchange of ideas by email, letters, or even just an item in the newspaper rather than in-person interactions. In present day, human interactions come in various ways such as text message, social media, online website, etc. With the diversity of language, to connect the interaction between two different languages, translation play an important role.

Translation is the process of converting meaning from one form of language to another (Larson, 1984). Furthermore, a language's form, which includes its words, phrases, clauses, sentences, and paragraphs is the concrete representation of communication that is expressed orally or in writing. Translation is essentially replacing the original language's form with the target language's. Finding equivalent formulations for words that flow naturally in the target language is the main goal of translation. Due to the connection between translation and communication, translation covers almost everything that relate to language, such as books, magazines, websites, video games, movies, and more. With such complexity, translation cannot be underestimated. When facing an idea that needs to be translated, translators have to decide in using the best techniques to convey the original meaning from the source text into the target text. Therefore, this study study utilizes 18 translation techniques proposed by (Molina & Albir, 2002) to help the researcher in analyzing the types of translation techniques that are often used in the English-Indonesian subtitle of "Vikings" Television Series.

With the flexibility of translation, it can be implemented on various occasions and contexts as well. In accordance with this study, the researcher planned on combining the role of translation in the scope of pragmatics, specifically regarding the usage of politeness strategies. According to (Brown & Levinson, 1987) Politeness strategies are techniques intended to reduce or prevent a speaker's

employment of face-threatening actions (FTAs). In order to promote harmonious relationships and efficient communication, politeness techniques are essential. These strategies, according to (Brown & Levinson, 1987), focus on the idea of "face," which signifies the public character that people want to maintain. (Monreal & Salom, 2009) underscores the importance of acknowledging and respecting one's face when interacting with others.

Since the role of translation as well as politeness in various human aspects are very important, several studies have been done to cover these matters. One of the previous studies was done initiated by (Moradi & Jabbari, 2015) which observe novel translation particularly on the translation of negative politeness from English to Persian. The goal of this study is to investigate the translation strategies used by the translator in translating the negative politeness strategies of the novel 'Grapes of Wrath'. The result of this study shows that the translation quality is on average level, suggesting that even qualified translators need to have a deeper understanding of language's pragmatic aspects such as politeness theory in this context.

Other studies related to politeness strategies was done by (Selfia & Marlina, 2016) which analyzed the most dominant politeness strategies used by Deddy Corbuzer in a talkshow called *Hitam Putih*. The result of the analysis shows that the most frequent politeness strategies used by Deddy Corbuzer is positive politeness with the percentage of 58%, followed by Bald on Record with 18%, Negative Politeness with 15% and Off-Record with 9%.
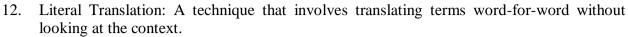
Translation Techniques

The translation method used by the translator must be identified by the researcher in order to ascertain the equivalent meaning in the target language from the source language. According to Molina and Albir (2000), translation technique is the act of identifying and categorizing a translation's corresponding meaning. The researcher applied the eighteen translation strategies developed by Molina and Albir (2002). The translation techniques described by Molina and Albir (2002) are divided into 18 different categories as explained below:

1. Adaptation: A technique used to replace the cultural element from the original source language with other element from the target language
2. Amplification: A technique used to introduce details that are not formulated in the source text by paraphrasing.
3. Borrowing: Direct incorporation of a word or phrases from source text to target text, and often done without alteration.
4. Calque: A literal translation of words or phrases.
5. Compensation: a technique that is applied to introduce source text elements of information in on the target text when it cannot be replicated in the same place.
6. Description: a substitution of a term or expression with a description of its form and/or function.
7. Discursive: This technique establishes a temporary equivalence that is unpredictable outside of its context.
8. Established Equivalent: A technique that utilizes a term or expression which is acknowledge as the equivalent in the target language through dictionaries or language in use.
9. Generalization: A technique that uses general term in the process of translation.
10. Amplification: Addition of linguistic elements to convey the right meaning in the targettext.
11. Compression: translating word by synthesizing linguistic elements in the target language to achieve the proper result.

12. Literal Translation: A technique that involves translating terms word-for-word without looking at the context.
13. Modulation: changing the point of view, focus, or cognitive category associated with the original text.
14. Particularization: a technique that uses more exact or concrete term throughout the translation process.
15. Reduction: a strategy that involves eliminating information from the source text during translation.
16. Substitution: the process of replacing language elements with paralinguistic ones (suchas information or gestures), or vice versa.
17. Transposition: modifying the grammatical category throughout the translation process.
18. Variety: a technique that introduces changes in linguistic or paralinguistic factors (intonation, gesture) that influence features of linguistic variety such as tone, style, social dialect, regional dialect, and so on.

Positive Politeness

By praising the hearer or accepting him as a friend or fellow member of the in-group, positive politeness serves to maintain the hearer's good face. Yule (1996: 64) states that a tactic of positive politeness "leads the requester to inquire for a common goal, and even friendship." The emphasis on intimacy between the speaker and the hearer is the preference when using positive politeness. Furthermore, according to (Nurmawati, Haryanto, & Weda, 2019) All of the speech produced by the speaker with the intention of making the hearer feel good, keeping a smile on their face, and meeting their needs and wishes are collectively referred to as positive politeness methods. Positive politeness is classified by (Brown & Levinson, 1987) into three mechanisms: establishing common ground, establishing cooperation among Speaker (S) and Hearer (H), and fulfilling H's needs (for some x). These processes are divided into 15 distinct strategies:

1. Notice, attend to hearer (his interests, wants, needs, and goods). This method includes any statements by the Speaker that acknowledge the Hearer's desires, requirements, changes, or conditions.
2. Exaggerate (interest, approval, sympathy for hearer). Speakers use exaggeration, emphasis, and tone to show heightened interest or approval.
3. Intensify interest in hearer: This method is bringing the Hearer into the conversation byoffering opportunities for participation, such as sharing compelling anecdotes or utilizing question tags to spark the Hearer's interest.
4. Use in-group identity markers. By using this strategy, the Speaker places the Hearer in a specific group by incorporating features such as jargon, slang, contractions, and ellipsis.
5. Seek agreement. This strategy focuses on emotional agreement and interest, satisfyingthe Hearer's desires with remarks intended to elicit agreement or surprise.
6. Avoid conflict. Utterances designed to pretend agreement or conceal disagreement areused to maintain the Hearer's positive image, including instances of white lies.
7. Presume/raise/assert common ground. Any statements that promote a friendly relationship go under this method. To build common ground in a relationship, engage in small talk or discuss unrelated issues such as gossip.
8. Joke. The usage of humor is a way for generating a relaxed environment for the Hearerand increasing satisfaction throughout the conversation.

9. Assert or presuppose speaker's understanding of and concern for hearer's desires. This method entails displaying the Speaker's knowledge of the Hearer's desires and fostering collaboration between the two.

10. Offer, promise. Making offers and promises to the Hearer helps the Speaker keep a cheerful demeanor while also providing options for the Speaker to properly implement this strategy.

11. Be optimistic. This strategy is based on exhibiting a positive perspective and emphasizing the joint participation of both the Speaker and the Hearer in the shared activity.

12. Include both S and H into the action. Using inclusive phrases like "we" and "let's" demonstrates this method because the speaker actively participates in the conversation, minimizing distance.

13. Give (or ask for) reasons. This strategy aims to increase the Hearer's reflexivity by providing explanations or seeking reasons during the engagement.

14. Assume or assert reciprocity. This strategy focuses on setting expectations for reciprocal collaboration, which includes agreements about the actions that both the Speaker and the Hearer should perform, such as giving prizes for successful answers.

15. Give gifts to hearer (goods, sympathy, understanding, cooperation). This strategy stresses showing care, compassion, admiration, and active listening to the Hearer by presenting presents in many ways.

REVIEW OF RELATED LITERATURE

Based on the theory proposed by (Brown & Levinson, 1987) Politeness strategies is consisted of bald on record, positive politeness, negative politeness, and off-record. In addition, this study focuses on the translation techniques of the positive politeness strategy in Indonesian subtitle of "Vikings" Television Series.

RESEARCH METHOD

The method that is used in this research is descriptive qualitative. According to (Moleong, 2007) the purpose of qualitative descriptive research is to provide a descriptive understanding of the events that the study subjects encounter by presenting elements such as behavior, perceptions, motivations, and actions. According to (Moleong, 2007) the goal of qualitative descriptive research is to provide a full picture of the events that study subjects have experienced. This is accomplished by displaying a variety of elements, including behaviors, perceptions, intentions, and actions.

(Samsu, 2017) stated that descriptive method means that a researcher collects, arranges, and interprets the data systemically. So, in the process of collecting the data, the researchers followed these steps: watching and understanding one of 6 seasons of "Vikings" Series, transcribing each utterance the characters says, followed by reviewing and analyzing the utterances containing positive politeness.

The researcher uses positive politeness theory proposed by (Brown & Levinson, 1987) to determine the positive politeness strategies of the Indonesian subtitle in the television series entitled "Vikings." Hence, the translated positive politeness will be analyzed using translation techniques proposed by (Molina & Albir, 2002).

RESULTS AND DISCUSSION

The The researcher found 7 utterances that contain positive politeness from the Indonesian subtitle in "Vikings" television series. Additionally, the researcher also found 12 translation techniques that are used by the translator in translating the Indonesian subtitle. The examination of positive politeness methods in the presented data shows that the most commonly employed strategies are "Seek Agreement" and "Offer, Promise". These findings point to a communication focus on encouraging consensus and delivering assurances, which reflects effective communication, cultural concerns, and strategic language use. On the other hand, the most dominant translation techniques used in translating "Vikings" series is Established Equivalent with the percentage of 41.67%, followed by calque with 25%, Literal Translation with 16.67%, and 8.33% for each of Linguistic Amplification and Reduction.

Table 1 Translation techniques of positive politeness strategies that are found in the Indonesian subtitle of "Vikings" TV series.

Translation Techniques	Quantities	Percentage	Positive Politeness Strategies	Quantities	Percentage
Established Equivalent	5	41.67%	Seek Agreement	2	28.57%
Calque	3	25%	Assert or presuppose speaker's knowledge and concern for hearer's wants	1	14.29%
Reduction	1	8.33%	Offer, promise	2	28.57%
Linguistic Amplification	1	8.33%	Raise/Assert Common Ground	1	14.29%
Literal Translation	2	16.67%	Give reasons	1	14.29%
Total	12	100%	Total	7	100%

Excerpt. 1

ST: **"All Hail Earl Ingstad," "All Hail Earl Ingstad," "All Hail Earl Ingstad!!"**

TT: **"Hidup Earl Ingstad", "Hidup Earl Ingstad", "Hidup Earl Ingstad"**

The phrase "All Hail Earl Ingstad" demonstrates a positive politeness tactic that matches to Seeking Agreement. This method prioritizes emotional agreement and interest, satisfying the Hearer's goals with words designed to provoke agreement or surprise. In this context, "All Hail"is a language term

intended to create consensus and communicate pleasant feelings about EarlIngstad.

Based on the data above, it can be seen that the translator uses established equivalent as the translation technique in translating the term "all hail." Furthermore, the translator also uses calque as the translation technique in translating the term "Earl Ingstad".

Excerpt 2

> ST: "**it is not easy being a father, it is even harder being a husband.** MaybeI have failed at both. "No, I have definitely failed at being a husband"
>
> TT: "**tidak mudah menjadi seorang ayah, dan lebih sulit lagi menjadi seorang suami.** Mungkin aku telah gagal dikeduanya, tetapi tidak. Aku benar-benar gagalmenjadi seorang suami."

The dialogue above exemplifies self-deprecation, as the speaker minimizes their abilities or success as a father and husband. Thus, the positive politeness strategy that is used in this dialog to seek agreement, understanding, or support from the Hearer by exhibiting vulnerability.

According to the data above, there is a slight change in the language which is the reduction ofthe word "It" from the source language. Besides that, there is also a linguistic amplification inthe target text which is the conjunction "dan" whereas in the source text, there was no conjunction. Moreover, the translator often focuses on using established equivalent ontranslating the phrase ST "It is not easy being a father, it is even harder being a husband" into the TT "Tidak mudah menjadi seorang ayah, dan lebih sulit lagi menjadi seorang suami."

Excerpt 3

> ST: there is no axe, spear, or blade can touch my son today, **he will now be known as bjorn ironside.**
>
> TT: Karena tidak ada tombak, kapak, atau pedang yang bisa menyentuh anakku hari ini, **kini dia akan dikenal sebagai Bjorn Ironside.**

The strategy of the statement above is Assert or Presuppose Speaker's Knowledge of and Concern for Hearer's Wants. This strategy entails the speaker conveying his understanding ofthe listener's desires and encouraging cooperation between the speaker and the hearer. In this context, the speaker, most likely a parent, is taking a protective posture over their son, ensuring

that no harm comes to him, and conferring an honorable title ("Bjorn Ironside") to demonstratetheir concern and regard for the hearer's (probably the son's) well-being and reputation.

Based on the ST: "he will now be known as…" which is translated to TT: "kini dia akan dikenal sebagai…" the translator uses established equivalent followed by calque when translating ST: "Bjorn Ironside" into TT: "Bjorn Ironside" without changing anything.

Excerpt 4

> ST: "**Will you come with us**? perhaps you prefer to stay here and worship yourown god."
>
> "No, I'll gladly come with you"
>
> TT: "**Maukah kamu bergabung dengan kami**? Mungkin kamu lebih suka tinggal disini dan menyembah tuhan mu"

"dengan senang hati aku akan ikut bersamamu"

The politeness strategy that can be found in the statement above is Offer, promise. This method entails the speaker providing an invitation or delivering an offer that demonstrates a willingness to meet the listener's preferences.

The translator uses established equivalent in translating the term ST: "Will you come with us?" into TT:" kamu bergabung dengan kami?". In this context the translator maintain the word- for-word translation style but still looking at the context, resulting in common and acceptable translation.

Excerpt 5

ST: "You are the only one I can trust, so you must stay, I'm happy that you have found your god"

"It does not matter where I go. **What matters to me, is where you're going**"

TT: "Kamu satu-satu nya yang bisa aku percaya, jadi kamu harus tetap disini. Aku turut senang   menemukan tuhanmu."

"Yang menjadi masalah bukan kemanapun aku pergi, **yang penting bagiku adalah kemana kamu pergi.**"

The second sentence implies or establishes common ground by emphasizing the importance of the Hearer's destination above the Speaker's. Therefore, the positive politeness strategies in this dialog can be classified as Presuppose/Raise/Assert Common Ground. The dialog above shows that both speaker and hearer aim to create a sense of shared understanding and connection, strengthening the bond between the Speaker and the Hearer.

The term TT: "What matters to me, is where you're going" translated to TT: "yang penting bagiku adalah kemana kamu pergi," uses literal translation, where the translator is translating literally without looking at the context.

Excerpt 6

ST: "We were just stopped by your bodyguards, **why do you need them? Do you need protection against us? Against your brother**"

"Of course not, I'm just a cripple, I need a body guards"

TT: "Kenapa kamu memerlukan pengawal pribadi Ivar? Kita baru saja dihadang oleh pengawalmu **kenapa kamu butuh mereka? Jadi kamu butuh perlindungan dari kami? para saudaramu?**"

"Tentu saja tidak, Aku cacat, aku butuh pengawal."

The positive politeness strategy found in the dialog above is Give (or ask for) reasons. This strategy has the speaker either presenting explanations for their acts or asking the listener to provide reasons for their behavior. In this scenario, the speaker seeks clarity and inquiries about the reasons for having bodyguards. The queries "Why do you need them?" and "Do you require protection from us?" Against your brother?" indicates a need for the hearer to explain reasons for the presence of bodyguards, in order to better grasp the underlying causes.

Based on the translation above, it can be seen that the translator uses literal translation where the translator is translating the terms in bold style literally as well as word-for-word without

considering the context.

Excerpt 7

> ST: "Use your anger intelligently, and **I promise you my son that one day thewhole world will know and fear Ivar the Boneless.**"

> TT: "Gunakan amarahmu dengan cerdas dan **aku berjanji kepadamu anakku. Suatuhari nanti seluruh dunia akan tahu dan takut kepada Ivar the Boneless.**"

The positive politeness strategy in the dialog "Use your anger intelligently, and I promise you,my son, that one day the whole world will know and fear Ivar the Boneless" is Offer, Promise.This politeness strategy involves the speaker presenting an offer or promise to the listener, which shows a good consequence.

In this context, the translator uses established equivalent to translate the ST:" I promise you my son that one day the whole world will know and fear" into TT: aku berjanji kepadamu anakku. Suatu hari nanti seluruh dunia akan tahu dan takut kepada". And for the ST: "Ivar theBoneless" which is translated to TT: "Ivar the Boneless" the translator uses calque translationtechnique.

CONCLUSION

Based on the discussion above, it can be concluded that there are total of 12 translation techniques found in the Indonesian subtitle of "Vikings" Television Series. The dominant translation techniques based on the findings is Established Equivalent with the percentage of 41.67%, followed by calque with the percentage of 25%, Literal Translation with 16.67%, Linguistic Amplification with 8.33%, and Reduction with 8.33%. Besides that, the researcher also found 7 utterances that contains positive politeness strategies, namely Seek Agreement, Assert or presuppose speaker's knowledge of and concern for hearer's wants, Offer, promise, Presuppose/Raise/Assert Common Ground, and Give (or ask for) reasons. Additionally, the results show that "Offer, Promise" and "Seek Agreement" are the most commonly used techniques. Based on effective communication, cultural sensitivity, and purposeful language use, these insights demonstrate a communication emphasis on building agreement and offering reassurances.

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