# Translation Techniques of Directive Speech Acts of The Characters Used in The Cruella Movie

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**Abstract:** This research entitles Translation Techniques of Directive Speech Acts of the Characters Used in the Cruella Movie. This research aims to find out the types of directive speech acts and the types of translation techniques and analyze the dominant type of translation technique of utterances used in the movie. the researcher used the theory by Searle in analyzing the utterances and the theory of translation techniques by Molina and Albir (2002). This research used a descriptive qualitative method in analyzing the data in the form of utterances. The researcher found 306 data on directive speech acts of the characters. The result of this research is that eight types of directive speech acts are found in the movie's utterance: question, command, opinion, request, offer, suggestion, invitation, and warning. This research also found nine types of translation techniques used to translate the utterances containing directive speech acts. Those are established equivalent, literal translation, borrowing, reduction, discursive creation, linguistic compression, amplification, compensation, transposition, and linguistic amplification. The data analysis found that the dominant type of translation technique used to translate the characters' directive speech acts is the Established Equivalence technique, which represented 167 data (54,58%). The established equivalent technique is used to transfer the source language item into its established or natural equivalent in the target language, also contextual (grammatical and lexical). This technique is an ideal equivalence since the meaning, and the style is retained.

**Keywords:** *Utterances, Directive Speech Acts, Characters, Movie, Translation Techniques*

## RESEARCH BACKGROUND

Translation is a process of transferring meaning, message, or idea from the source language to the target language. It has been used in both written and spoken language. Many literary works have been translated into Indonesian, such as movies. Some of these are English-language movies from other countries. Although it is in English, just a tiny percentage of fans will watch it. Some of them, though, may rely on the bottom-of-the-screen translated text. In the translation field, a text at the bottom of the screen is called a subtitle. Translating utterances requires extra care as a message or intention is conveyed from a speaker or writer to a hearer or reader. The context of the situation overshadowing the utterance, the speakers' and listeners' social levels, and the content of the utterance are all things that should be followed. However, some miscommunication between speakers or listeners may occur, and as a result, the message will not be as quickly communicated as it is now. One way to avoid this misconception is to learn about speaking acts that were unable to communicate their messages due to cultural differences.

A directive speech act is a sort of speech acts in which the speaker intends the listener to do something by saying something (Searle, 2007). They express the speaker's desires. According to Yule (2006) stated that it was seen in terms of listeners or the other person, then the language functions as a directive, namely the types of speech acts used by speakers to tell others to do something. Here, the language makes listeners do something and activities according to the desired speaker. In daily communication, we often use directive speech acts to communicate with other people.

In this research, the researchers used the Cruella movie as the source of data for the reason. The movie is made to visualize daily human activities such as engaging in daily conversation, since the researchers focused on analyzing the types of directive speech acts in the characters' utterances, also the techniques that are used in translating the directive speech acts found in the utterances. the researcher will analyze the translation techniques of directive speech acts of the characters used in the Cruella movie. This research is based on Molina and Albir's (2002) theory of translation techniques, and the theory of directive speech acts by J. Searle.

## REVIEW OF RELATED LITERATURE

### Translation Techniques

Translation techniques are classified and categorized by comparing source language items and target language items. Molina and Albir (2002) classify the translation techniques into 18 techniques that below: (1) Adaptation, to change a source language culture item with a target language cultural item, (2) Amplification, to introduce details that are not formulated in source language by adding some information, (3) Borrowing, to take a word or expression straight from another language, (4) Calque, a literal translation of a foreign word or phrase; it can be lexical or structural, (5) Compensation, to introduce a source language stylistic effect element of information in another place in the target language since it cannot be reflected in the same place as in the source language, (6) Description, to shift a term or expression with a description of its form or and function, (7) Discursive Creation to create a temporary equivalence that is out of context, (8) Established Equivalent, to transfer a source language item into its natural equivalent in the target language, (9) Generalization to find a general equivalence of a source language item and this is done if the target language does not have a specific concept similar or equivalent to the specific item of the source language, but the target language does have its general concept, (10) Linguistic Amplification, to add linguistic elements in the translation to make the message clearer, (11) Linguistic Compression, to simplify the linguistic element of a source language in the target language to make it brief due to the consideration of time and space, (12) Literal Translation, to translate words, terms, or expressions word for word, (13) Modulation, to create an equivalence of the source language item in the target language that is different in point of view but contain the same meaning, (14) Particularization, to find a specific, particular equivalence of the source language item in the target language, (15) Reduction, to eliminate a part of the source language item in the target language, (16) Substitution, to to change linguistic elements for paralinguistics, or vice versa, and it is used in fil translation, (17) Transposition, to change the grammatical syntax of the source in the target language, (18) Variation, to change linguistic or paralinguistic elements (intonations, gestures) that affect the linguistic variation, such as style, changes of textual tone, social and geographical dialect, etc.

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**Directive Speech Acts**

Directive speech acts are a kind of speech acts that speakers use to get someone else to do something. It often happens around us. They are essential actions in social interactions, movies, and novels. When a speaker asks the hearer to do something, the speaker performs a directive speech act. According to Yule (1996:53), the speaker attempts to make the world fit the word via the hearer by using a directive. Searle (1979: 13) states that a directive is an attempt by the speaker to get the hearer to do something such as ordering, commanding, requesting, advising, and recommending. They express what the speaker wants.

## RESEARCH METHOD

This research used the descriptive qualitative method. According to Sugiyono (2013:8), descriptive research is usually called qualitative research using the qualitative method of collecting the information toward data naturally. The unit of analysis of this research was the utterances spoken by all characters in the Cruella movie in the form of directive speech acts. The data were analyzed by the theory of Searle in analyzing directive speech acts and Molina and Albir's theory of translation techniques.

## RESULT AND DISCUSSION

**Result**

In this research, the researchers used the characters' utterances from the *Cruella* movie. The researchers used two theories for the proses of data analysis in this research. The theory of translation techniques by Molina and Albir (2002) and the theory of directive speech acts by Searle (1976). The result of the data analysis of translation techniques of the directive speech acts in the Cruella movie are shown in the table below:

Table 1. Translation Techniques and Directive Speech Acts

| No | Translation Techniques | ∑ | % | No | Directive Speech Acts | ∑ | % |
|----|-----------------------|-----|--------|----|----------------------|-----|--------|
| 1 | Established Equivalent | 163 | 54,58% | 1 | Question | 127 | 41,50% |
| 2 | Literal Translation | 58 | 18,95% | 2 | Command | 77 | 26,16% |
| 3 | Borrowing | 24 | 7,84% | 3 | Opinion | 59 | 19,28% |
| 4 | Reduction | 24 | 7,84% | 4 | Request | 17 | 5,56% |
| 5 | Discursive Creation | 13 | 4,25% | 5 | Offer | 9 | 2,94% |
| 6 | Linguistic | 8 | 2,62% | 6 | Suggestion | 8 | 2,61% |

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|---|---|---|---|---|---|---|---|
| | Compression | | | | | | |
| **7** | Amplification | 6 | 1,96% | **7** | Invitation | 5 | 1,64% |
| **8** | Compensation | 3 | 0,98% | **8** | Warning | 4 | 1,31% |
| **9** | Transposition | 2 | 0,65% | | | | |
| **10** | Linguistic Amplification | 1 | 0,33% | | | | |
| | **Total** | **306** | **100%** | | **Total** | **306** | **100%** |

## Discussion

### 1. Established Equivalent

```
SL: Don't be late.

TL: Jangan terlambat.
```

The context of the excerpt above is when the Baroness ordered Jeffrey to pass a card to Estella. Then he gave it to Estella and commanded her not to be late to come to the address on the card. The utterance, *Don't be late,* is uttered by Jeffrey, and it is classified into directive speech acts of command since Jeffrey ordered Estella not to be late to come to the address on the card. In the speaker's utterance above, the utterance *Don't be late* is translated into *Jangan terlambat*. The translator translated the utterance using an established equivalent technique since it uses a term that is more familiar in the target language and is more appropriate to the context of the situation in the movie scene.

### 2. Literal Translation

```
SL: Ignore them.

TL: Abaikan mereka.
```

The context of the excerpt above is when Estella was bullied by her friends in elementary school, and she got to know Anita, and then she suggested ignoring those who annoy Estella. The utterance *Ignore them* is classified into directive speech acts with the type of suggestion since Anita suggested Estella to ignoring her friends that bully her. The utterance *Ignore them* is translated into *Abaikan mereka*. The translator translated using a literal translation technique since it is translated word for word. The form of the language is similarly preserved in both the source language and the target language. The utterance *Ignore them* is translated singly in the target language, word for word in its sequence from the verb *ignore* to the object as pronoun *them*. It is rendered into *Abaikan mereka* in the same form as the target language.

### 3. Borrowing

```
SL: Roger, shoes.
TL: Roger, sepatu.
```

The context of the excerpt above is when the Baroness was reminded by Roger that there would be a meeting, then she prepared to leave, and she ordered Roger to get her and put her shoes on. The utterance is classified into directive speech acts with the type of command, since Baroness commanded Roger to do something. The utterance *Roger, shoes?* into *Roger, sepatu?*. The translator translated the utterance using the pure borrowing technique since he preserved every word straight from the source language *Roger* to the target language *Roger* without any changes, and also *Roger* is the character's name in the movie. So, it does not have any equivalent to the target language.

## 4. Reduction

```
SL: We thought perhaps we could give you some input.
TL: Kami ingin memberimu masukan.
```

The context of the excerpt above is when the Baroness is discussing with her colleagues in the office. They talk about their business and then her colleagues want to give her some input. The utterance is classified into directive speech acts with the type of opinion since Baroness's colleagues provide an idea to her. The utterance *We thought perhaps we could give you some input* is translated into *Kami ingin memberimu masukan*. The translator translated the utterance using the reduction technique since it is being eliminated from *We thought perhaps we could give you some input* into *Kami ingin memberimu masukan* in the target language. The meaning of the clause *We thought perhaps* as information of the opinion in the source language is not transferred to the target language. However, the information in this utterance is still well-maintained and is not distorting the massage.

## 5. Discursive Creation

```
SL: I think you are something.
TL: Kurasa kau berbakat.
```

The context of the excerpt above is when the Baroness asked Estella to sketch the latest dress according to her wishes, and Estella also made it according to the Baroness's wishes, then she praised Estella by calling her someone talented. The utterance is classified into the opinion of directive speech acts. The utterance *I think you are something* is translated into *Kurasa kau berbakat*. The translator translated the utterance using the discursive creation since his rendering of the word *something* into *berbakat* is different and out of context in the target language. It can be seen that the translator created a temporary equivalent that is unpredictable.

## 6. Linguistic Compression

```
SL: What about now?

TL: Sekarang?
```

The context of the excerpt above is when Horace and Jasper were waiting for the Baroness's three dogs to steal, then Horace realized that some dog owners are like their dogs. However, Jasper never noticed and made Horace ask again. The utterance is classified into directive speech acts with the type of question since Horace asked a question to Jasper. The utterance *What about now?* is translated into *Sekarang?*. The translator translated the utterance using the linguistic compression technique since the linguistic element of the source language is being compressed in the target language to make it more acceptable in the target language. However, the massage of this utterance is still well-maintained and not distorted.

## 7. Amplification

```
SL: Why are you in your best dress?
TL: Kenapa Ibu memakai gaun cantik?
```

The context of the excerpt above in the movie is when Estella and her mother were going somewhere by car after they decided to move to London, and then she asked her mother why she was wearing the best dress. The utterance *Why are you in your best dress?* can be classified into a question of directive speech acts since Estella asked a question for her mother. The utterance *Why are you in your best dress?* is translated into *Kenapa Ibu memakai gaun cantik?*. The translator translated the utterance using the amplification technique since there is an explication of information in the target language. The translator explicates the word *Ibu* in the target language so that the message is clearer.

## 8. Compensation

```
SL: Looks better without, I think.
TL: Kurasa lebih baik tak dipakai.
```

The context of the excerpt above is when Estella saw her mother take off the necklace around her neck, then Estella said it was very nice when she wore it. However, her mother thought differently, that it was better when she did not wear it. The utterance is classified into directive speech acts with the type of opinion since Estella's mother give her opinion. The utterance *Looks better without, I think* is translated into *Kurasa lebih baik tak pakai*. The translator translated the utterance using the compensation technique since the translator moved the word of the source language into another position in the target language to achieve more naturalness of the translation.

## 9. Transposition

```
SL: Silence!

TL: Diam!
```

The context of the excerpt above is when Baroness was announced to her employees, and before that, Jeffrey ordered everyone to be quiet. The utterance uttered by Jeffrey can be classified into directive speech acts with the type of command since Jeffrey ordered everyone to do something. The utterance *Silence!* is translated into *Diam!*. The translator translated the utterance using the transposition technique since the translator changed the grammatical syntax of the word *Silence!* in the form noun into the verb *Diam* in the target language.

## 10. Linguistic Amplification

```
SL: You will.
TL: Kau akan menangis.
```

The context of the excerpt above is when the Baroness came to see Anita at her printing office to ask her about Cruella, but Anita did not want to answer, which made the Baroness angry and then mocked her. The utterance uttered by Baroness can be classified into directive speech acts with the type of opinion since the Baroness gave her opinion to Anita. The utterance *You will* is translated into *Kau akan menangis*. The translator translated the utterance using linguistic amplification since there were linguistic elements *menangis* in the target language. This addition of the word *menangis* is to give more information about what will happen to

Anita.

## CONCLUSION

Based on the research findings in the previous discussion, the researcher found eight types of directive speech acts performed by the characters in the Cruella movie. They are 127 data (41,50%) of Question, 77 data (25,16%) of Command, 59 data (19,28%) of Opinion, 17 data (5,56%) of Request, 9 data (2,94%) of Offer, 8 data (2,61%) of Suggestion, 5 data (1,64%) of Invitation, and 4 data (1,31%) of Warning. Furthermore, the research finding also concluded that ten types of translation techniques were used to translate the directive speech acts in this movie. These techniques are Established Equivalent with the data 167 data (54,58%), 57 data (18,95%) of Literal Translation, 24 data (7,84%) of Borrowing and Reduction, 13 data (4,25%) of Discursive Creation, 8 data (2,62%) of Linguistic Compression, 6 data (1,96%) of Amplification, 3 data (0,98%) of Compensation, 2 data (0,65%) of Transposition, and 1 datum (0,33%) of Linguistic Amplification.

From the results of the data analysis, the researcher found that the dominant translation technique used to translate the characters' directive speech acts is the Established Equivalence technique which represented 167 data (54,58%). The Established equivalence technique uses familiar terms or expressions based on dictionaries or language that are often used in daily life. It can be concluded that the translator translated the utterance from the source language into the target language using an established equivalence technique since the translator used a term or words that is more familiar in the target language, and it does not any changes and appropriate to the context of the movie.

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