

## **CHAPTER I**

### **INTRODUCTION**

This chapter deals with the background to this research. This includes the background of research, statement of the problem, research objective, research significance, conceptual framework, and previous study.

#### **A. Background of The Problem**

According to Catford (1965), language is a type of human behavior that is patterned. It is a way, perhaps the most important, of human beings interacting in social situations. In every country in the world, they have a special language in their country, which makes the language diverse. The diversity of languages encourages people to learn foreign languages. Communication, according to Chaer (2010), involves two participants, language is the tool used, and information is conveyed. For good communication, language skills are needed. If each participant does not have good language skills, it will certainly be a barrier to communicating.

Mastery of language today is really needed by many people for obtaining information, especially in daily activities, as we know we live in the modern era due to increasingly advanced technological developments. This causes interaction between countries to be very active. When it comes to technology and daily life, audio-visual communication media, also known as video, are widely consumed by almost everyone, regardless of age or gender, on a daily basis. In today's world, the importance of English can not be denied and ignored, since English is the most common language spoken in the world (Nishanthi, 2018). So, a lot of people make videos in English to be seen by all people in the world.

But in fact, the majority of people in the world do not use English in their daily conversations and make them think that English videos such as foreign videos because

they have difficulty understanding the information there. Based on the above elaboration, translation begins to play a significant role. Translation helps us to learn and answer various information from various other languages, both written and oral. This can be helpful for people who are looking for information from various sources from different countries, such as magazines, articles, videos, novels, etc.

Newmark (in Harjanti et al, 2020), defines translation as the attempt to replace a written message and/or statement in one language with the same message and/or statement in another. According to Larson (in Harjanti et al, 2020), translation is defined as a change in form. The form of the source language is replaced by the form of the target language during translation. From this definition, it can be interpreted that the translation is an attempt to change the source language to the target language, where there is a change in the form of language but still has the same message or meaning.

According to Supardi & Putri (2018), there are two techniques used in audiovisual translation, dubbing technique (voiceover) and subtitle technique (text translation). The dubbing technique costs a significant price because the amount should be paid in accordance with the number of characters on the display. This technique's machining time is also relatively long because it must go through some process of translating the text of the source language into the target language, refining the translation result, and then searching for a voice that has a similar character to the original tone. The text of the spoken dialog is presented in the subtitle technique (text translation).

A large number of freelance translators indicate that most of the video translations use the subtitle translation process. This is because it is very free and easy to distribute in the process of translation. Besides, some people can not argue that anything free is pleasure. They're trying to find videos from some pages to find western product videos whose conversations are in English. So this is the reason why many

freelance translators are developing. For example, the owners of a Youtube account are named Urban Favor and Chandra Hasyim.

In the process of translation, various problems will be found for the translators. Therefore, translation methods and strategies are needed to solve these problems. Translation methods are concerned with entire texts, whereas translation strategies are concerned with word equivalence. According to New Mark (in Afifah, 2012), the translation methods have 8 types, which are word-for-word translation, literal translation, faithful translation, semantic translation, adaptation, free translation, idiomatic translation and communicative translation.

While translation strategy according to Baker (in Iskartina, 2016), he says that translation strategy also has eight types. Those are Translation by Superordinate/More General Word, Translation by a more neutral or less expressive word, Translation by Cultural Substitution, Translation Using a Loan Word or Loan Word Plus Explanation, Translation by Paraphrase Using a Related Word, Translation by Paraphrase Using Unrelated Words, Translation by Omission, and Translation by illustration. At this time, the researcher will analyze the translation method and strategy on Speech Act as an object.

The Speech Act is a phrase consisting of two words: speech and act. Yule defined that actions performed via utterances are generally called speech acts (Yuniat, et al, 2018). According to Searle (in Wardaugh, 2006), there are five categories of performative in speech. He calls: Assertive (Expositive), Directives (Verdictives), Commisives (Commisives), Expressives (Behabivites), Declaratives (Exercitives). One of the important categories in speech acts is directives because it is used to get someone else to do something (paradigm cases: requesting, questioning, command, orders, suggesting, etc.). We can find a lot of examples of Directives Speech Act in our lives through the internet media that can be accessed via Youtube.

Youtube is a type of media that contains videos of YouTube account users to help humans find the information they need, such as information about motivations. We can find various videos that we want, including videos in various languages. Motivational videos are useful for encouraging someone to achieve certain desires or goals. Then the contents of these videos contain encouragement or reasons that are the basis of one's enthusiasm to do something, such as the meaning of directives. The author will use YouTube in this analysis to find English motivational videos presented by Jack Ma and translated into Indonesian.

Jack Ma (born in Hangzhou, Zhejiang, China, September 10, 1964, 56 years old) is a Chinese businessman. He is the founder and CEO of Alibaba Group, China's largest e-commerce company. Jack Ma was born into a family with a weak economy and is often rejected when applying for a job. No matter how smart and persistent he was, he never gave up and gave up hope.

The researcher was interested in analyzing the translation method and strategy used in Jack Ma's motivational video. The directive speech act is frequently found in motivational videos because it contains an element of impulse that moves a person to do something. From this research, we will find that the most dominant types of directive speech acts, translation methods, and translation strategies are used in Jack Ma's motivational video.

## **B. Statement of Problem**

Based on the background of the problem, to find out the dominant translation methods and strategies used in translating the video, the researcher decided that there are two questions that will be the main focus of this research as follows :

1. What translation methods are used to translate Directive Speech Act in Jack Ma's Motivation Speech?
2. What translation strategies are used to translate Directive Speech Act in Jack Ma's Motivation Speech?

### **C. Research Objective**

Based on the statement of problem can be formulated into the research objective as follows :

1. To analyze the translation methods are used to translate Directive Speech Act are found in Jack Ma's Motivation Speech
2. To investigate the translation strategies are used to translate Directive Speech Act in Jack's Motivation Speech

### **D. Research Significant**

The researcher hopes that the results of this study can be useful and beneficial both in terms of theoretical significance or practical significance.

#### 1. Theoretical Significance

The research of this study is expected to contribute more and enrich the comprehension in understanding methods and strategies of translation used by translator in translate the directive speech act.

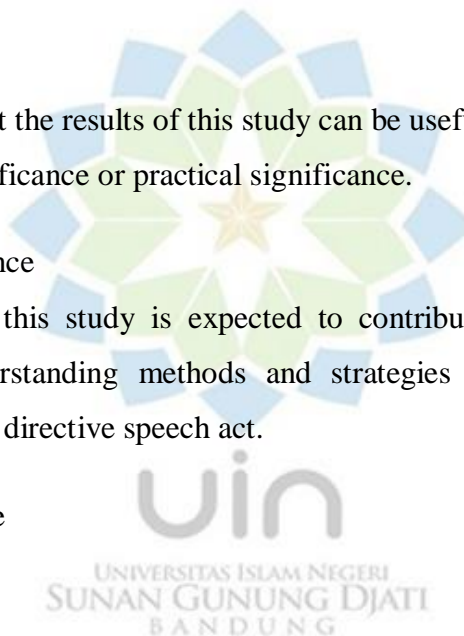
#### 2. Practical Significance

##### a. Readers

This research could be one of the reference materials for the reader and experts, or society in this English Department who are interested in analysis of methods and strategies of translation used to translate the directive speech act.

##### b. English Department

This research could have the potential to advance the development of the translation subject, particularly in terms of methods and strategies for translating the directive speech act object for English Department students. So, this research can contribute to a better understanding of translation.



### c. Other Researcher

This research may pique the interest of other researchers who want to conduct similar research. Furthermore, this research can be used as a reference for those interested in conducting similar research in the field of translation.

## E. Conceptual Framework

This study aims to analyze the methods and strategies contained in sentences that have directive speech act functions used by YouTube account owners; Urban Favor and Chandra Hasyim. As a framework, this research employs specific theories. Theories are used as a reference to analyzing data. The first framework in this research is to find sentences that contain directive speech act and make classification according to the directive speech act functions using the theory of Searle (1985). He classifies seven classes of directive speech act. They are asking, commanding, requesting, ordering, forbidding, advising, suggesting. In this research, the sentences that contain directive speech act are the object for analysis.

The second framework, analyzes the methods and strategies found in translating the sentences spoken by Jack Ma from English to Indonesian (in the form of subtitles). In this study, researchers applied Newmark's (1988) translation method theory, which includes word-for-word translation, literal translation, faithful translation, semantic translation, adaptation, free translation, idiomatic translation, and communicative translation.

According to Baker's (1992), theory of translation strategies, there are eight types of translation strategies: Translation by Superordinate/More General Word, Translation by a more neutral or less expressive word, Translation by Cultural Substitution, Translation Using a Loan Word or Loan Word Plus Explanation, Translation by Paraphrase Using a Related Word, Translation by Paraphrase Using Unrelated Words, Translation by Omission, and Translation by illustration..

The first step the researcher took to analyze this was by watching English speech videos that had Indonesian subtitles. Then the researcher identified the directive speech act sentences in the video. Next, the researcher collected the translation of the directive speech act in Bahasa Indonesia and analyzed the translation methods and strategies are used.

## F. Previous Study

This research is about translation, which refers to Newmark's and Baker's semiotics theory. Many kinds of research use both of them; dealing with this research, the writer takes some relevant researches which have been investigated.

The first study was done by Fitriana (2013). The research was entitled Translation Analysis of Directive Speech Acts In Eat Pray Love Novel And Its Translation Into Indonesian. This paper was aimed at analyzing the directive speech act in Eat Pray Love and its translation into Indonesian. It tried to reveal the functions of directive speech acts, translation techniques used and the translation quality (readability, accuracy, and acceptability).

The second research was done by Nugroho (2013). The research was entitled *An Analysis Of Directive Illocutionary Act Of Luther Character In The Novel "Skipping Christmas" Translated Into "Absen Natal"*. The author examined the main character named Luther Krank in the novel "Skipping Christmas" written by John Grisham, which was translated into "Absen Natal". The writer searched for translation patterns and found six types of directive illocutionary act namely asking, commanding, ordering, suggesting, requesting and forbidding.

The fourth research was done by Iskartina (2016). The research was entitled A Translation Strategy Analysis Used in The Kite Runner Novel. This paper contained an analysis that focused on classifying the translation strategies used by the translator in The Kite Runner novel and described the translation equivalence of translation strategies found in The Kite Runner novel. The researchers discovered 7 types of 8 types of translation strategies and 100% equivalence translation from 1.030 analyzed data.

The last research was done by Harjanti et al (2020). The research was entitled Indonesian Translation Acceptability of Directive Utterances in Harry Potter Novel and the Application in Translation Teaching. This study contained a description of the acceptability of directive utterances found in the Harry Potter novel and its translation into Indonesian and classifies the steps of translation teaching. The first finding showed that directive translation utterances can be divided into acceptable, less acceptable and unacceptable translations. Secondly, the first finding could be used to convey the 10 basic steps of translation teaching.



The difference between this research and previous research is on the topic of focus, theory, research object, and researcher's problem formulation. Furthermore, the data in this study will also be presented by analyzing the translation methods and strategies proposed by Newmark and Baker. In this research, the researcher tries to fill in the things that have not been discussed in the previous research because the researcher tries to combine the translation methods and strategies in this study.

