

# CHAPTER I

## INTRODUCTION

### **A. Background of the Study**

Translation is part of communication. The key concept of translation is transferring the source language to target language. When, speakers and listeners communicate with one another for conveying what they want to say either implicitly or explicitly. Translation is not only the transfer course of language, but also the course of cultural exchange in terms of Interlingua communication. Translation is a kind of Interlingua communication. Therefore, translation between source language and target language should be equivalent in meaning. Because the style of source text language, the content of passage is very different, the requirements and criteria are certainly different. Newmark (1988) defines translation as rendering the meaning of a text into another language in the way that the author intended the text.

Translation is an effort to find equivalence of meaning between source language and target language. Equivalence of meaning is greatly important since the object in translation is the meaning from the source language into the target language. Translators must be fluent in their mother tongue and foreign language (or source language and target languages). The translator should be capable of choosing the suitable translation techniques to cope with the problem faced in translating the utterances. Translator also have to make some adjustments in translating, translator also consider the intended meaning or pragmatic force of the original text so as not to ruin the plot of the story.

In translation study, that phenomenon above also is investigated in pragmatics field. Pragmatics analyzes language meaning and context. It is used to investigate about what meaning of people said and what the contextual background of the speech. Pragmatics is the study of meaning that related to the situation of speaking. It means that the meaning should appropriate with the context of the utterance or sentence. Moreover, not all of the conversations run well as expectation. There are many people try to hide the truth information from other people only understand the surface meaning of the speaker's words.

As a result, their conversations cannot go well and smoothly. It is called violation maxims. When the listeners do maxim violation, the conversation between the speakers and the listeners can be unsuccessful since they will misunderstand each other.

Cutting (2000: 40) states that when a listener does not fulfil or obey the maxims, a listener said to “violate” them. Violation is the condition in which the listeners do not purposefully fulfil certain maxim. Since the pragmatic equivalence plays important role in translation, consequently, giving the knowledge in pragmatic equivalence is necessary for a translator. The following are some examples of violating maxim.

Mother: *Did you study all day long?*

Son who has been playing all day long: *Yes, I have been studying until know!*

In this exchange, the boy is not truthful and violates the maxim of quality. He lies to avoid unpleasant consequences such as punishment or to be forced to study for the rest day.

Nowadays, translation does not only apply to the written material but also the audio-visual materials, such as movie. Movie is known as film, is type of visual communication, which uses moving pictures and sound to tell stories or information or help people to learn. Recently, Indonesian loves watching western movie. English as the foreign language in Indonesia, so people need subtitle to understand the meaning. Using subtitle and good translation must be able to deliver the message from the source language to the target language. Some movies have become popular worldwide attractions by using dubbing or subtitles that translate the dialogue into the language of the viewer. To understood as the written text that is a spoken by the actor or player in movie using script.

People usually watch movie to entertain their self. Many messages can learn from the story. The conversation also has many aspects of pragmatics; one of them is cooperative principle of violating maxims. Movie contains so many violating maxims since the utterance that stated by the characters that can be categorized as violating maxims. The same idea can be applied to the novel.

Moreover, the writer of a novel writes such kind of the dialogue that surrounds violating maxim.

In the globalization, many novels are adapted in a movie, because the novel becomes bestseller at the time. After the viewers watched, the movie accidentally appears various impressions. When the film adapted publishes, many people give some comments to differentiate between novel and film. Recently, most of the novels are adapted to film; so many interpretations appear in society. In other sides, speakers' utterance requires responses employed by the listeners. This means the listeners are supposed to provide their responses accordingly. However, not all the utterances are responded accordingly.

For example, research by Wu (2017) dealt research with pragmatic meaning equivalence of translation between source language and target language in term of associative meaning, and also deals with meaning equivalence of translation from two different levels lexical equivalence and textual equivalence, finally illustrates the significance of translation in college English teaching and learning.

The other research from Arezou and Saghebi (2014) aimed to investigate new ways of understanding non-cooperative attitudes of the speakers and the violation of Cooperative Principal Maxims in real Iranian psychological consulting session. In their dissertation, recognize the conversational implicature is essential for the understanding of the non-cooperative attitudes of the speakers and their violation of one or more Cooperative Principal Maxims. Moreover, it was clear that the message people intend to convey is not wholly contained within the words they use, but it is also dependent on how hearers interpreting the message talking into account context and implicated meaning.

To support this present research, this study provides an example related to the data analysis. It aims to draw out the phenomena relevant to the study.

Beatrice's mother: *Are you nervous?*

Beatrice: *No. Were you? For your test?*

Beatrice's mother: *Mmm-mm. No. I was terrified.*

In this part, this conversation occurs when Beatrice lies to her mother and violates the maxim of quality. She is not truthful to make her mother is not worry because she will leave her family. Beatrice wants to choose other faction.

Subtitles are part of the translation, which is one of the main data of this study. Data from this study are in the form of subtitles of the movie: *Divergent* and the novel of the same title name. The movie released in Los Angeles on March, 18<sup>th</sup>2014 and released in United States on March 21 2014. Neil Burger directed the movie. The film was adapted from the novel that has same title: *Divergent*. Douglas Wick, Lucy Fisher, Pouya Shabazian produced the movie, and the scenario was written by Evan Daugherty and Vanessa Tylor. Shailene Woodley, Theo James, Ashley Judd, Ansel Elgort, Jai Courtney, Ray Stevenson, Zoë Kravitz, Miles Teller, Tony Goldwyn, Maggie Q and Kate Winslet star the movie. This was a movie by Lionsgate.

The other data source of this current study is novel of *Divergent*. Anggun Prameswari translated this novel. Mizan published it with same title: *Divergent*. The sources of the data will be selected because this book and movie received mostly positive responses from major reviewers and authors. Moreover, this novel and movie are well-known novel and movie Indonesia. *Divergent* is a science fiction novel. It was written by Veronica Roth.

The research aims to investigate and explore about translation of pragmatics equivalence and the major issue of this study is on the cooperative principles focused in violations maxims. The research is important because until now there is limited research that investigates deeper about pragmatic equivalence focused with violation maxim in a conversation of the movie subtitle and novel translation. The research tries to strengthen and prove the theory and previous studies about pragmatic equivalence and violation maxim in detail. This present research also gives the newest study in *Divergent* movie because until now there is no research has investigated toward that movie in translation and pragmatics field. Based on the elaboration and the phenomena provide, this research is noteworthy to be conducted entitle *A Pragmatic*

*Equivalence of Violating Maxims in Movies Subtitle and Novel Translation of Divergent.*

### **B. Limitation of the Study**

The research focuses on pragmatic equivalence analysis of violations of Grice maxims' cooperative principle used in movie subtitle and novel translation of *Divergent* by Veronica Roth. The study only focuses on direct utterance on both movie and novel. This study applies Grice's theory of maxims (1975) in classifying types of English violations and Baker (2018) in describing pragmatic equivalence.

### **C. Research Questions**

This study formulates its research question as follow:

1. What are the types of English violations of Grice maxims' cooperative principle found in *Divergent* and its subtitle?
2. What are the types of English violations of Grice maxims' cooperative principle found in *Divergent* novel and its translation?
3. How is the pragmatic equivalence of violations of Grice maxims' cooperative principle in the movie subtitle of *Divergent*?
4. How is the pragmatic equivalence of violations of Grice maxims' cooperative principle in the novel translation of *Divergent*?
5. What are the similarities and the differences of translation strategy of violations of Grice maxims' cooperative principle between the movie subtitle and novel translation of *Divergent*?

### **D. Objectives of Study**

Related some problems above, the objectives of the research are:

1. Classifying the types of English violations of Grice maxims' cooperative principle found in *Divergent* movie and its subtitle.
2. Classifying the types of English violations of Grice maxims' cooperative principle found in *Divergent* novel and its translation.
3. Describing the pragmatic equivalence of violations of Grice maxims' cooperative principle in the movie subtitle of *Divergent*.

4. Describing the pragmatic equivalence of violations of Grice maxims' cooperative principle in the novel translation of *Divergent*.
5. Describing the similarities and the differences of translation strategy of violations of Grice maxims' cooperative principle between the movie subtitle and novel translation of *Divergent*.

#### **E. Benefits of Study**

The research expects two major benefits from the research, practical benefits and theoretical benefit.

##### 1. Practical Benefits

This research is expected to give benefits for lecturers, students, and other researchers. The benefits are:

###### a. For lecturers

The result of this study can be useful as additional information for lecturers, especially in translation analysis focusing on pragmatic equivalence.

###### b. For students

The result of this research can be useful as additional knowledge to improve students' abilities in pragmatic equivalence analysis of movie subtitle and novel translation.

###### c. For other researchers

The result of this study can be used to stimulate other researchers to conduct further research related to this research from other point of view. In assertion, it can be used a reference for other researchers studying a similar topic.

##### 2. Theoretical Benefits

The result of this current study hopefully can be useful input for other research to make further analysis, especially in carrying the translation study focusing on pragmatic equivalence by using different point of view. In addition, it can add to knowledge in the field of translation studies. Furthermore, it can provide additional information for the translators and the readers.