A PRAGMATIC EQUIVALENCE ANALYSIS OF SPEECH ACTS IN ZOOTOPIA MOVIE AND ITS SUBTITLING

Submitted as a Partial Fulfillment of the Requirement for Getting Bachelor Degree of Education in English Department

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ABSTRAK


Hasil dari penelitian ini yaitu, 1 datum representatif diterjemahkan menjadi direktif (0.07%), 1 datum representatif yang tidak diterjemahkan (0.07%), 4 data ekspresif diterjemahkan menjadi representatif (0.26%), 1 data ekspresif yang tidak diterjemahkan (0.07%), 1 data direktif diterjemahkan menjadi komisif (0.07%), 82 data deklaratif diterjemahkan menjadi deklaratif (5.40%), 766 data representatif fiterjemahkan menjadi representatif (50.42%), 160 data ekspresif diterjemahkan menjadi ekspresif (10.53%), 447 data of direktif diterjemahkan menjadi direktif (29.42%) dan 56 data komisif diterjemahkan menjadi komisif (3.69%). Penelitian ini juga mendeskripsikan kesepadan pragmatik dari tindak tutur terjemahan yang digunakan dalam film Zootopia berdasar 33 data koheren dan 12 data implikatur.

Kata kunci: tindak tutur, kesepadanan pragmatik

ABSTRACT

This study is aimed at 2 objectives: (1) to classify the type of speech acts and their subtitling employed in Zootopia movie, and (2) to describe the pragmatics equivalent of subtitling of speech acts in Zootopia movie. The data of this research are the dialogue in English and Indonesian subtitle of Zootopia movie. The writer used documentation as the technique of collecting data in thus study. The data are analyzed by using speech act theory of Yule (1996) and pragmatic equivalence theory of Baker (1992).

The result of this study show types of speech act and their subtitling. They are, 1 datum of representative utterance translated into directive utterance (0.07%), 1 datum of representative utterance not translated (0.07%), 4 data of expressive utterance translated into representative utterance (0.26%), 1 datum of expressive utterance not translated (0.07%), 1 datum of directive utterance translated into commissive utterance (0.07%), 82 data of declarative utterance translated into declarative utterance (5.40%), 766 data of representative utterance translated into representative utterance (50.42%), 160 data of expressive utterance translated into expressive utterance (10.53%), 447 data of directive utterance translated into directive utterance (29.42%) and 56 data of commissive utterance translated into commissive utterance (3.69%). This research also described the pragmatics
equivalent of subtitling of speech acts in *Zootopia* movie that consist of 33 data coherence and 12 data implicature.

**Keyword:** speech act, pragmatic equivalence

1. **INTRODUCTION**

Subtitling is a way that refers to the method of language transfer used in translating types audio-visual communication such as film and television. Subtitling is indeed translation. Catford (1965:20) said that translation is the replacement of textual material in one language, called source language, to textual material in another language (TL) that equivalence. Equivalence means to make the same meaning from the source language (SL) into target language (TL) without changing the message.

One of the equivalence in translation is pragmatic equivalence. Pragmatic equivalence refers to words in both languages (SL and TL) having the same effect on the readers in both languages. According to Baker (1992:217) pragmatic equivalence discussed at how a given text comes to make sense to a given readership and concerned with the way utterances are used in communicative situations and the way it is interpreted by the person who uses it in context. Pragmatics itself is the study of contextual meaning. So, a good translation is not simply concerned with transferring the propositional content of the source language (SL), but also with its other pragmatic features.

Pragmatics studies how people comprehend and produce a communicative act or speech act in a human’s real life which is usually a conversation. A conversation means pragmatics concern how people learns to understand utterances. Yule (1996:47) also states that speech act is an action performed via utterances which has more specific labels, such as apology, complaint, compliment, invitation, promise or request. In the other words, speech acts are the basic unit of language communication. There are five types of general functions performed by speech acts, they are: declaratives, representatives, expressives, directives, and commissives. From this cases, the
writer found the phenomena as the speech acts in Zootopia movie and its subtitling, such as:

SL: “Come and get them.”
TL: “Ambillah.”

The utterance displayed shows that the utterance (SL) is in the form of minor sentence which the subject did not explain clearly. *Come* and *get* acts as the predicate. Moreover, the sentence shows commanding which indicates that it is directive utterance. Furthermore, the translation “Ambillah.” is categorized as word. The target language (TL) is also in the form of directive utterance which shows commanding. It is different between SL into TL from minor sentence to word. But it does not change when English directive sentence is translated in Indonesian sentence. It does not change the meaning, so, the sentences are equivalence.

From the phenomena above, it knows that Indonesian people have to know about pragmatic equivalence of speech act and their subtitling. It is interesting to be studied because pragmatic equivalence of speech act and their subtitling help a lot of people who love watching western movie. Besides, speech act also used in daily conversation. So we can know what the meaning or the intention of the utterance. This study focuses on type of speech act and their subtitling, and the pragmatic equivalent of subtitling of speech act. The researcher aims at classifying the type of speech acts and their subtitling employed in Zootopia movie, and to describe the pragmatics equivalent of subtitling of speech acts in Zootopia movie. In this research, the researcher chooses the Zootopia movie where the utterances have much kinds of meaning.

This research is studying speech acts used in Zootopia movie and its subtitling based on Yule (1996) theory of speech acts and Baker (1992) theory of pragmatic equivalence. There are five main types of speech acts, there are: (1) declaratives, (2) representatives, (3) expressives, (4) directives, and (5) commissives.

There are some previous studies have been conducted by the other researcher. First, Rukmanasari (2012) presented research to find the main characters’ speech acts in the *Date Night* movie. The data were the illocutionary
acts and conversational implicature uttered by the main character in *Date Night* movie in his dialogues. The result of the study are 4 kinds of illocutionary acts identified from the main character’s speeches during his dialogues in *Date Night* movie. They are representative, directive, commissive, and expressive.

Second, Sa’adah (2016) described the textual and pragmatic equivalence in the *Freedom Writers* movie. The data was taken from *Freedom Writers* movie script. The writer found 74 cases in textual and pragmatic equivalence in the *Freedom Writers* movie script. The textual equivalence consist of 14 cases in personal reference, 6 cases in demonstrative reference, 5 cases in comparative reference, 2 cases in substitution, 2 cases in ellipsis, 8 cases in conjunction and 3 cases in lexical cohesion. The pragmatic equivalence consist of 4 cases in coherence, 9 cases in implicature (maxim of quality), 4 cases in implicature (maxim of quantity), 9 cases in implicature (maxim of manner) and 9 cases in implicature (maxim of relation).

The benefits of this study consist of theoretical benefit and practical benefit. In theoretical benefit, the result of this research can give contribution in the field of speech acts and development of knowledge especially as a reference in pragmatic equivalence analysis of speech acts. In practical benefit, this study can be used by the other researcher to be the references for developing the further research. The result of the study also can help the reader to get information about speech act and understand about it.

2. RESEARCH METHOD

For this study, researcher used the descriptive qualitative research. This research can be called the descriptive qualitative research because the writer classified the type of the speech acts found in *Zootopia* movie and its subtitling and describes the pragmatic equivalent of the translation of speech act. The data of this study are the dialogue in English and Indonesian subtitle of *Zootopia* movie. The data source were the movie of *Zootopia*. The other data source were the script of English and Indonesian subtitle of *Zootopia* movie. They were in the form of document downloaded from the internet. The researcher used
documentation to collect the data then coding the speech act based on the types of speech act.

3. RESEARCH RESULT AND DISCUSSION

From the data analysis, the researcher gets 1519 data of speech act and 45 data of pragmatic equivalence in Zootopia movie and its subtitling and the finding are as follows:

3.1 Types of Speech Act

There are 5 types of English speech acts and also 5 types of Indonesian speech acts found in Zootopia movie and subtitling. Types of speech acts are described below.

3.1.1 Representative Utterance Translated into Directive Utterance

From Zootopia movie and its subtitling, the writer finds 1 datum of representative utterance translated into commissive utterance as follow.

0301/ZSL0301/ZTL0301/RPT-DRT
SL: “Transporting undeclared commerce across borough lines.”
TL: “Bagaimana dengan berdagang diatas trotoar?”

The datum above shows that the source language is in the form of minor sentence because the utterance does not conform to the major patterns. The sentence, “transporting undeclared commerce across borough lines” indicates representative utterance, because the word “undeclared” indicates of explaining. It explains that commerce across borough lines is undeclared. When it is translated into TL “Bagaimana dengan berdagang di atas trotoar?”, it is in the form of interrogative sentence because the sentence is ended by question mark. The sentence is directing. It means that the speaker tries to direct what the wrong he did. So it indicates of directive utterance. Even the type of speech act of the utterance change when SL translated into TL, but the meaning does not change. So the datum above is equivalence.
3.1.2 Representative Utterance is Deleted

From Zootopia movie and its subtitling, the writer finds 1 datum of representative utterance is deleted as follow.

0883/ZSL0883/ZTL0883/RPT-0
SL: “Har-har.”
TL: -

The datum above is in the form of phrase from the word “har”. It is explaining, because the speaker wants to explain something. It indicates representative utterance. The utterance does not translate into target language because in Indonesian as target language does not have this term. It calls deletion. But, the message still delivered.

3.1.3 Expressive Utterance Translated into Representative Utterance

From Zootopia movie and its subtitling, the writer finds 4 datum of expressive utterance translated into representative utterance as follow.

0032/ZSL0032/ZTL0032/EPR-RPT
SL: “I like trying actually”
TL: “Sebenarnya, aku suka mencoba.”

The source language of the datum above is in the form of simple sentence having one subject and one predicate that showing one meaning. The word I is the subject while like is the predicate. Moreover, the word “like” in source language indicates expressing. The speaker expresses that she likes to try something new. It indicates an expressive utterance. Therefore, when the source language translated into the target language, “Sebenarnya, aku suka mencoba” the utterance is also simple sentence. But, the word “sebenarnya” in Indonesian translation indicates of explaining. So, it is representative utterance. The meaning does not change between source language translated into target language, even the kind of speech act change between expressive
utterance translated into representative utterance. So, the datum above is equivalence.

3.1.4 Expressive is Deleted

From Zootopia movie and its subtitling, the writer finds 1 datum of expressive utterance is deleted as follow.

0889/ZSL0889/ZTL0889/EPR-0

*SL:* “Okay, Nick.”

*TL:* -

The datum displayed shows that it is responding. The speaker responds that she agrees. It indicates of expressive utterance because the speaker expresses her feeling when respond it. While, the datum does not translated into TL because it has the same meaning in Indonesian. In Indonesia, the word “okay” often used by the people too. Even the source language is deleted when translated into target language. But, the meaning still delivered.

3.1.5 Directive Utterance Translated into Commissive Utterance

From Zootopia movie and its subtitling, the writer finds 1 datum of directive utterance translated into commissive utterance as follow.

0055/ZSL0055/ZTL0055/DRT-CMS

*SL:* “Kindly return my friend’s tickets.”

*TL:* “Kembalikan tiket temanku.”

The utterance above is simple sentence. Because it is in the form of one subject and one predicate that showing one meaning. The meaning of the source language is requesting. The speaker requests the hearer to return her friend’s ticket which is taken by Gideon Grey, it is identified by phrase “kindly return”. It is identified as directive. Therefore, when the source language translated into target language “Kembalikan tiket temanku”, the utterance is different, it is commissive. The utterance is warning, it means that Juddy warns Gideon Grey to return her friend’s ticket. But the meaning does not change when source language translated into target language, so the utterances are equivalence.
3.1.6 Declarative Utterance Translated into Declarative Utterance

Declarative is a kind of speech acts that through the utterance the speaker can change the world. The writers found 82 data of declarative utterance translated into declarative utterance (5.40%). The declarative utterance are described below.

0010/ZSL0010/ZTL0010/DCL

SL: “Now, predator and prey live in harmony.”

TL: “Sekarang predator dan mangsa hidup berdampingan.”

The datum displayed is in the form of simple sentence. It shows that the sentence have one subject and one predicate. The sentence also shows one meaning. The subject of the sentence is predator and prey while the predicate is live. Moreover, fullstop in the end of the sentence indicates that it is a declarative sentence. Then, the translation “sekarang predator dan mangsa hidup berdampingan” are categorized as simple sentence since it have the same normal order which employs one subject “predator dan mangsa” and a predicate “hidup”. The target language is also in the form of declarative utterance with fullstop as the ending. The kind of sentences of the source language and target language both are declaring, which have meaning that the current situation change, the predator and prey live in harmony. It has the same meaning, so the source language and the target language are equivalence.

3.1.7 Representative Utterance Translated into Representative Utterance

Representative also known as ‘assertive’ is a kind of speech acts that the speaker state what s/he believes to be the case or not. The writers found 766 data of represetative utterance translated into represetative utterance (50.42%). The representative utterance are described below.

0001/ZSL0001/ZTL0001/RPT

SL: “Fear, tracery, bloodlust”

TL: “ketakutan, penghinaan, haus darah”
The source language (SL) of the datum above does not conform to the major patterns, so it is kinds of minor sentence. The sentence of *Fear, tracery, bloodlust* do not have subject. Moreover, the sentence belongs to representative sentence, because it is classifying something. Furthermore, the translated sentence, “ketakutan, penghinaan, haus” is categorized as minor sentence since it has the same order which does not employs subject and predicate. The target language is also in the form of representative utterance which contains classifying in it. The message of the utterance dose not change when SL translated into TL, so, the datum is equivalence.

### 3.1.8 Expressive Utterance Translated into Expressive Utterance

Expressive is a kind of speech acts which state what feels of the speaker. The statement of the speaker is expressing of psychological and can be statements of pleasure, likes, dislikes, pain, joy, or sorrow. The writers found 160 data of expressive utterance translated into expressive utterance (10.53%). The expressive utterance are described below.

**0075/ZSL0075/ZTL0075/EPR**

**SL:** “Wow! You got our tickets!”

**TL:** “Kau mendapatkan tiket kami!”

The datum shows that the source language is simple sentence. It has the form of one subject and one predicate. The source language also shows one meaning. *You* as the subject and *got* as the predicate. Moreover, the feeling of happiness is showed by the sentence. So, the source language indicates of expressive sentence. Furthermore, the translation “Kau mendapatkan tiket kami!” is also simple sentence. It has the same normal order which employs “kau” as a subject and “mendapatkan” as a predicate. The meaning of the sentence also shows the speaker’s feeling. So, the target language also kinds of expressive utterance. The meaning of the sentence does not change when expressive
English sentence is translated in Indonesia sentence, so, the datum above is equivalence.

### 3.1.9 Directive Utterance Translated into Directive Utterance

Directive is a kind of speech acts that used by the speaker to get someone else to do something. Directive utterance express what the speaker wants. The writers found 447 data of directive utterance translated into directive utterance (29.42%). The directive utterance are described below.

0056/ZSL0056/ZTL0056/DRT

*SL:* “Come and get them.”

*TL:* “Ambilah.”

The sentence above is in the form of minor sentence. The sentence (SL) does not have subject and predicate so it does not conform the major patterns. Moreover, the sentence is in kinds of commanding. Commanding belongs to directive utterance, so the source language above is directive utterance. Furthermore, the translate of the source language “ambilah” categorized as word. The TL is also belongs to directive utterence which shows commanding in it. While the language form of SL and TL is different, when directive English sentence translated in Indonesian sentence does not change. It is still in directive sentence. So, it has same meaning also the same type of speech acts as directive sentence. So, the sentences are equivalence.

### 3.1.10 Commissive Utterance Translated into Commissive Utterance

Commissive utterance is a kind of speech acts that used by the speaker to commit themselves to some future action. These include promissing, warning, threatening, and pledges. The writers found 56 data of commissive utterance translated into commissive utterance (3.69%). The commissive utterance are described below.

0049/ZSL0049/ZTL0049/CMS

*SL:* “Cut it out, Gideon!”

*TL:* “Hentikan, Gideon!”
The datum above is kinds of simple sentence. It has a subject and a predicate. It shows one meaning. *Gideon* acts as the subject and *cut out* is the predicate. Moreover, the sentence has a meaning as threatening. So, the sentence of source language indicates of commissive sentence. Furthermore, the translate of target language “Hentikan, Gideon!” also has a subject “Gideon” and a predicate “Hentikan”. It belongs to simple sentence since it has the same normal order. The TL is also commissive utterance which shows the threatening in its context. Because the datum does not change when commissive English sentence is translated into Indonesian sentence, it is still in commissive sentence. It also has the same meaning. So, the sentences are equivalence.

These are types of speech act found in Zootopia movie and its subtitling.

<table>
<thead>
<tr>
<th>Scale</th>
<th>Classification</th>
<th>Result</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Representative Utterance to Directive Utterance</td>
<td>1</td>
<td>0.07%</td>
</tr>
<tr>
<td>2</td>
<td>Representative Utterance Not Translated</td>
<td>1</td>
<td>0.07%</td>
</tr>
<tr>
<td>3</td>
<td>Expressive Utterance Not Translated</td>
<td>1</td>
<td>0.07%</td>
</tr>
<tr>
<td>4</td>
<td>Directive Utterance to Commissive Utterance</td>
<td>1</td>
<td>0.07%</td>
</tr>
<tr>
<td>5</td>
<td>Expressive Utterance to Representative</td>
<td>4</td>
<td>0.26%</td>
</tr>
<tr>
<td>6</td>
<td>Commissive Utterance to Commissive Utterance</td>
<td>56</td>
<td>3.69%</td>
</tr>
<tr>
<td>7</td>
<td>Declarative to Declarative</td>
<td>82</td>
<td>5.40%</td>
</tr>
<tr>
<td>8</td>
<td>Expressive Utterance to Expressive Utterance</td>
<td>160</td>
<td>10.53%</td>
</tr>
<tr>
<td>9</td>
<td>Directive Utterance to Directive Utterance</td>
<td>447</td>
<td>29.42%</td>
</tr>
<tr>
<td>10</td>
<td>Representative to Representative</td>
<td>766</td>
<td>50.42%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td></td>
<td><strong>1519</strong></td>
<td><strong>100 %</strong></td>
</tr>
</tbody>
</table>

Based on the table, the types of speech act found in Zootopia movie and its subtitling consist of Declarative utterance, Representative utterance, Expressive utterance, Directive utterance, and Commissive utterance. As listed on the table above there are 1 datum of representative
utterance translated into directive utterance (0.07%), 1 datum of represetative utterance not translated (0.07%), 1 datum of expressive utterance not translated (0.07%), 1 datum of directive utterance translated into commissive utterance (0.07%), 4 data of expressive utterance translated into represetative utterance (0.26%), 56 data of commissive utterance translated into commissive utterance (3.69%), 82 data of declarative utterance translated into declarative utterance (5.40%), 160 data of expressive utterance translated into expressive utterance (10.53%), 447 data of directive utterance translated into directive utterance (29.42%), and 766 data of represetative utterance translated into represetative utterance (50.42%).

3.2 Pragmatic Equivalence

Based on the data analysis, the researcher finds 33 data of coherence and 12 data of implicature that indicates of pragmatic equivalence. The data are described.

3.2.1 Coherence

00:28:30 – 00:28:41

Judy Hopps : You told that mouse the pawpicle sticks were redwood!
(Kau bilang pada tikus bahwa stik itu kayu merah!)

Nick Wilde : That’s right. Red wood. With a space in the middle. Wood that is red. You can’t touch me, Carrots. I've been doing this since I was born.

In the dialogue above, Carrots is how Nick Wilde calls Judy Hopps. Because she is a rabbit, and rabbit eats carrots, so Nick Wilde mock her like that. While, in the TL, carrots also translated into “wortel”, the way Nick calls Judy. It is also an epithet of Judy Hopps. The hearer/reader will be confused why Nick wilde talks to carrot if they do not watch clearly. So, when SL translated into TL, it is called coherence because it is mostly receiver-centred.
3.2.2 Implicature

00:04:45 – 00:04:53

Bonnie Hopps: Mm-hm. Just putting the seeds on the ground.
(Hanya taburkan benih di ladang.)

Stu Hopps: Ahh. And one with the soil, just getting covered in dirt.
(Masukkan ke tanah dan tutupi.)

Bonnie Hopps dreams: You get it, honey. Yeah, but it's great to have dreams.
(Kau paham, sayang? Punya mimpi itu bagus.)

Stu Hopps much: Yeah. Just as long as you don’t believe in them too much.
(Sepanjang kau tak terlalu memercayainya.)

It happened when Bonnie hopps, Stu hopps and Judy Hopps discuss about Bonnie Hopps who wanted to be a police. Her parent disagree with the Judy Hopps dream. Bonnie Hopps said “You get it, honey. Yeah, but it's great to have dreams”. In the TL, it is translated into “Kau paham, sayang? Punya mimpi itu bagus”. It have the same intention when SL translated into TL. It imply that Bonnie Hopps refuse Judy’d dream to be a police and it violates maxim of manner.

4. CLOSING

After analyzing types of the speech act, the researcher concludes that there are 5 types of English and Indonesian speech acts found in Zootopia movie and it subtitling. They are declarative utterance, representative utterance, expressive utterance, directive utterance, and commissive utterance. The researcher also found the pragmatic equivalence of subtitling of speech act in Zootopia movie and its subtitling, they are coherence and implicature. It is expected that this analysis will help people to understand the meaning or intention of the English and Indonesian utterance in a real life conversation.
BIBLIOGRAPHY


