

# CHAPTER I

## INTRODUCTION

### A. Background of the Study

Movie, also known as film, is a type of visual communication which uses moving pictures and sound to tell stories or inform or help people to learn. In these day, Indonesian people love watching western film. Indonesia is one of the countries which apply English as their foreign language, so, they need subtitles to watch those western films. There are some techniques which can be used to comprehend the foreign language such as, translation, interpreting, dubbing, and so forth.

Zootopia movie 2016 is the movie produced by Disney US that interesting to watch because it tells about the way bunny reach the dreams to be a police till come true. It becomes a motivation for the audience that every dreams will come true if you do even there is no one believes. As western film that used English, Zootopia movie 2016 used translation in subtitling for Indonesian people. Thus, works of the translation in subtitling of movie have important roles to help Indonesian people in understanding a movie.

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. According to Catford (1965:20), translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL). Equivalence means to make the same meaning without changing the message from source language (SL) into target language (TL).

One of the equivalences in translation is pragmatic equivalence. Pragmatic equivalence refers to words in both languages (SL and TL) that 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 interpret 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 : *"That is the most stupidest thing I ever heard."*

TL : *"Itu hal paling bodoh yang pernah kudengar!"*

The utterance displayed shows that the source language (SL) is in the form of complex sentence having two main clause. *That is the most stupidest thing* acts as the first main clause while *I ever heard* is the second main clause. Moreover, the sentence is giving conclusion of what the speaker hear which indicates that it is representative sentence. Furthermore, the translation *"Itu hal paling bodoh yang pernah kudengar!"* is categorized as minor sentence since the subject and verb are not explained clearly. The target language (TL) is also in the form of representative utterance which giving conclusion of what the speaker hear. There is change between SL into TL from complex sentence to minor sentence. But there is no change when English representative sentence is translated in Indonesian sentence, it

is still in representative sentence. While it has the same meaning as representative sentence. So, the sentences are equivalence.

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. There is change between SL into TL from minor sentence to word. But there is no change when English directive sentence is translated in Indonesian sentence. It does not change the meaning, so, the sentences are equivalence.

Many researchers were conducted the pragmatic equivalence analysis of speech acts, for example, Indah Rukmanasari (2012), Fahman Amin (2013), Joko Dwi Prayitno (2014), Kuni Sa’adah (2016), Sahar Farouq Altikitri (2011), Iman Santoso, Eva Tuckyta Sari Sujatna, Sutiono Mahdi (2014).

From the reasons above, so the writer would like to do a further research entitled A PRAGMATIC EQUIVALENCE ANALYSIS OF SPEECH ACT IN ZOOTOPIA MOVIE AND ITS SUBTITLING.

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

This research is limited on 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. The object is speech acts used in *Zootopia* movie and its subtitling. The data are the dialogue of the *Zootopia* movie and its subtitling.

### **C. Problem Statement**

Based on the background of the study above the problem statement of this research are:

1. What are the types of speech acts and their subtitling employed in *Zootopia* movie dialogue?
2. How are the pragmatics equivalences of subtitling of speech acts in *Zootopia* movie?

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

The objectives of this study based on the problem statements above are as follows:

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.

### **E. Benefit of the Study**

The research findings can hopefully have theoretical and practical benefits as follows:

#### **1. Theoretical Benefit**

The writer hopes that 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.

#### **2. Practical Benefit**

The writer hopes that this research 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.