A PRAGMATIC EQUIVALENCE ANALYSIS OF DIRECTIVE SPEECH ACT
USED IN MOANA MOVIE AND ITS SUBTITLING

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

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APPROVAL

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DECLARATION

Herewith, I declare that in this publication article, there is no such thing as plagiarism of the previous study which has been raised to obtain bachelor degree, nor there are opinions or masterpiece which have been written or published by others, expect those which are referred in this manuscript and mentioned in the literary review bibliography.

Therefore, if it is proved that there are some untrue statements in this declaration, I will hold full responsibility.

Surakarta, 28 April 2020

The Researcher

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Abstract

The purpose of this study is divided into two objectives; they are to classify the types of directive speech act and their Indonesian subtitle in Moana movie and to describe the pragmatic equivalence of the subtitle of directive speech act and their Indonesian subtitle in Moana movie. The data of this research are the utterances of English and Indonesian and its subtitle that categorized as directive speech act. This is descriptive qualitative research. The data collections techniques used in this research is documentation. This study used the theory of directive speech act by Searle (1979) and the theory of pragmatic equivalence by Baker (1992) to analyze the data. The research findings of this study are the types of directive speech acts and their pragmatic equivalence. The total data are 232. They are commanding utterance translated into commanding utterance (37.93 %), requesting utterance translate into requesting utterance (30.17 %), advising utterance translated into advising utterance (21.56 %), warning utterance translated into warning utterances (9.48 %). In this research, the pragmatics equivalence analysis from coherence and implicature showed that all of the English and Indonesian subtitles are equivalence.

Keywords: Directive speech act, Pragmatic Equivalence, Translation, Movie.

1. INTRODUCTION

Movie is the uses of picture which moving to deliver the story in communications of the character in movie. In movie, there is subtitle to present the
dialogue from the original language to the other language. In movie, the method to transfer a language in translating is called subtitling. Subtitling is the part of translation both the source language and the target language. Catford (1965) defines “translation as the replacement between one language and other language with the equivalence aspects”. Equivalence is the statements of SL and TL both have the same intention, message, or effect on the hearer. One of the equivalence in translation is pragmatic equivalence.

Pragmatic equivalence is one of the equivalence aspects in translation that means of how the source language and the target language have the same meaning or intention in context. Pragmatic equivalence is the way utterances are used in communication and how it interprets based on the context (Baker, 1992:217). It is about the suitable meaning and message between the source language and the target language in translation. To classify the translation is equivalence or not, there are two aspects of pragmatic equivalence called coherence and implicature. Coherence here means the conceptual connection system which set a text and it is about how the language connects each other. Meanwhile, implicature is the meaning that does not say literary by the speaker that based on the context of the situation. Pragmatics equivalence in translation focuses on the utterance of pragmatics field.

Pragmatics is the language use study and its meaning between the speaker and the hearer in communications based on the context. In pragmatics, there is one of the studies called speech act. Speech act is the action to do and say something (Austin, 1962). Speech act divided into five branches, they are declarative, representative, commissive, expressive, and directive.

Directive speech act is the utterance by desiring something and the aim is to make someone else to do something that the speaker desire. Searle (1979) declares that directive speech act have purpose to produce the action by the addresses and it is categorized as illocutionary act. There are some utterances that categorized as directive speech act, they are commanding utterance, requesting utterance, advising utterance, and warning utterance. Commanding is the statement that give a command or instruction to do something. Requesting is the speech that uttered to ask something from the addresses. Advising utterance refers to the suggestion or
advice uttered by the speaker to the hearer. And the last is warning utterance that means the utterance to warn someone about anything that is dangerous.

The phenomena found by the writer in Moana movie and its subtitling as following:

SL : Tui : “There you are Moana. What are you doing? You scared me.”
Moana : “What? I wanna’s go back.”
Tui : “I know, I know. But you don’t go out there. It’s dangerous.”

Moana : “Kenapa? Aku ingin kembali.”

The utterances above happened in the situation when Moana was playing on the reef and then her father called Tui picked her up because there was so dangerous place. The utterance “I wanna’s go back” is categorized as requesting because there is a word “want” that explained about person’s desire. In the target language, there is statement “Kenapa? Aku ingin kembali” and it is categorized as requesting because there is a word “ingin” as the translation of “want”. Even there is different translation of the word “what” translated to “kenapa”, both utterances has no different message and equivalence.

The purposes of this study are to classify the types of English directive speech act and their Indonesian subtitle and to describe the pragmatics equivalence of the English and its Indonesian subtitle of directive speech act in Moana movie. The writer used the theory of speech act by Searle (1979) to analyze and classify the types of directive speech act and the theory of pragmatics equivalence by Baker (1992) to explain the pragmatic equivalence.

The theory of directive speech act used in this research is from Searle (1979). Searle (1979: 13) stated that:

Directive speech act is the illocutionary point of these consists in the fact that they are attempts (of varying degrees, and because of that, more precisely, they are determinates of the determinable which includes attempting) by the speaker to get the hearer to do something.

Searle (1979) classified directive speech act into commanding, requesting, advising, and warning. Commanding is the utterance that gives an instruction and the hearer will do something based on the instruction. Requesting is the statement to ask something to the hearer about what she or he need. Advising is the utterance
to give an advice, suggest, or preach to the listener. Warning is the utterance to warn or remind someone about something with its reason.

The researcher used the theory of Baker (1992) to analyze the pragmatic equivalence. Pragmatic is study of the use of language and pragmatic equivalence is one of the study in translation. Baker (1992) declares that the equivalence in pragmatics can be analyzed based on the two terms, they are coherence and implicature. Coherence is the result of the reader’s knowledge and the text interaction and it is the relation language which set a text. Meanwhile, implicature is the imply meaning from the speaker’s utterance. According to Baker (1992), implicature has a maxim of quality, quantity, relevance, and manner.

The previous research that conducted before are Lestari (2017) and Herlambang (2017). Pratiwi (2017) with the title *A Pragmatics Analysis of Speech Atc in Thor Movie*. The purpose of this study was to analyze the speech act expressed by Thor as the main character in *Thor* movie. Herlambang (2017) with title *A Study of Translation Equivalence and Acceptability on the Subtitle on Intel Advertisements*. The aims of this research were to find the equivalence and acceptability in the translation in the Intel Advertisement of its subtitle.

This article has a different purpose with the previous article. This ones focuses on classifying the types of directive speech act and their Indonesian subtitle and explaining its pragmatic equivalence in *Moana* movie. The benefits of this research are for theoretical and practically. The theoretical benefit is on the result of this article, they are the types of directive speech act and pragmatics equivalence of English and Indonesian subtitle in movie and can be source of reference. The practically benefit is that this research will give a contribution for another as the reference about the topic of speech act and pragmatic equivalence in translation.

2. **RESEARCH METHOD**

This research is descriptive qualitative research. The objects of this research are directive speech act with their Indonesian subtitle and the pragmatic equivalence in *Moana* movie. The data of this research are the utterances of English and Indonesian that categorized as directive speech act. The sources of the data are from *Moana* movie and its subtitles with the script that was downloaded from http://www.lebahku.com. The writer used documentation method to collect
the data. The validity of this research is based on the expert adjustment as the informant. To analyze the data, this research used the theory of speech act by Searle (1979) and theory of pragmatic equivalence by Baker (1992).

3. FINDING AND DISCUSSION

Based on the analyzed data, the researcher gets 232 data of speech act and its pragmatic equivalence in *Moana* movie and its subtitling are as follows:

3.1. The Types of Directive Speech Act

In this article, there are four (4) types of directive speech act in the English subtitle and also four (4) types of Indonesian subtitle. They are described as follows:

3.1.1 Commanding Utterance Translated into Commanding Utterance

The writer found 1 datum of commanding utterance translated to commanding utterance in the following data:

SL: Moana : “It’s time to put my stone on the mountain.”
Tala : “Okay. Well, then, head on back. *Put that stone up there.*”
Moana : “Why aren’t you trying to talk me out of it?”
Tala : “You said that’s what you wanted.”

TL: Moana : “Sekarang saatnya meletakan batuku di gunung.”
Moana : “Kenapa nenek tak membahas soal itu denganku?”
Tala : “Katamu itu yang kau inginkan.”

The utterance of SL “*Put that stone up there*” consists of “Put” as a verb. This utterance stated by Tala as Moana’s grandmother. The situation was Tala gave a command to Moana to put the stone as the symbol of chief in Motunui, so the utterance is categorized as commanding. The utterance of TL “*Letakan batunya*” is also categorized as a commanding. Because there is word “*letakan*” which translated into “*put*” that categorized as command. There is a deletion when SL translated into TL. In the SL there is an adverb “*there*” and when the utterance translated into TL, there is no adverb ‘there’. But, both of the utterances still have same meaning. So, both utterances are equivalence.

3.1.2 Requesting Utterance Translated into Requesting Utterance
From the data source, the writer found 1 datum as the follow:

SL: Tui : “There you are Moana. What are you doing? You scared me.”  
Moana : “What? I wanna’s go back.”  
Tui : “I know, I know. But you don’t go out there. It’s dangerous.”

Moana : “Kenapa? Aku ingin kembali.”  

The utterances above happened in the situation when Moana was playing on the reef and then her father called Tui picked her up because there was so dangerous place. The utterance “I wanna’s go back” is categorized as requesting because there is a word “want” that explained about person’s desire. In the target language, there is statement “Kenapa? Aku ingin kembali” that’s also categorized as a requesting because there is a word “ingin” as the Indonesian’s meaning of “want”. Even there is different translation of the word “what” translated to “kenapa”, both utterances have no different message and equivalence.

3.1.3 Advising Utterance Translated into Advising Utterance

The researcher found 1 datum of advising utterance translated into advising utterance.

SL: Woman : “This morning, I was husking the coconuts and..”  
Moana : “Well... we should clear the diseased trees and we will start a new grove.”  
Woman : “Thanks, Moana.”

TL: Wanita : “Pagi ini, aku mengupas kelapa dan...”  
Moana : “Kita harus bersihkan pohon yang sakit dan tanam yang baru.”  
Wanita : “Terimakasih, Moana.”

The conversation above occurred in Motunui when there was a woman who informed Moana that the coconuts were rotten. The statement in the source language “Well... we should clear the diseased trees and we will start a new grove” was stated by Moana to give an advice and solution to the woman about the rotten coconuts, so it categorized as a advising of directive speech act. In TL statement “Kita harus bersihkan pohon yang sakit dan tanam yang baru” is also indicated
as advising. In the translation process, there is deletion. There is deletion of “we will”. However, there is no change meaning and intention when SL translated into TL. So, both utterances are equivalence.

3.1.4 Warning Utterance Translated into Warning Utterance

The researcher found 1 datum of this kind of translation as follow:

SL: Tui : “There you are Moana. What are you doing? You scared me.”

Moana : “What? I wanna’s go back.”

Tui : “I know, I know. But you don’t go there. It’s dangerous.”

Moana : “Okay..”


Moana : “Kenapa? Aku ingin kembali.”


Moana : “Okay..”

The utterances above occurred in the situation when Moana went to the reef and her father Tui warn her not to go there because the place was dangerous. Because of this situation, Tui stated the statement in SL “But you don’t go there. Its dangerous” and “Its dangerous” to marked the reason. So the utterance is included of warning of directive speech act. The TL utterance “Tapi kau tak boleh kesana. Berbahaya” is also categorized as a warning because the aimed of this utterance gave a warned to Moana about the dangerous reef. Both SL and TL have the same message and intention of the context. So both utterances are equivalence.

The types of directive speech act found in Moana movie and its subtitling.

<table>
<thead>
<tr>
<th>No.</th>
<th>The Types of Directive Speech Act</th>
<th>Total</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Commanding utterance translated into commanding utterance</td>
<td>88</td>
<td>37.93%</td>
</tr>
<tr>
<td>2.</td>
<td>Requesting utterance translated into requesting utterance</td>
<td>70</td>
<td>30.17%</td>
</tr>
<tr>
<td>3.</td>
<td>Advising utterance translated into advising utterance</td>
<td>50</td>
<td>21.56%</td>
</tr>
<tr>
<td>4.</td>
<td>Warning utterance translated into warning utterance</td>
<td>22</td>
<td>9.48%</td>
</tr>
</tbody>
</table>
In the table above, the writer found commanding utterance translated into commanding utterance (88 or 37.93%), requesting utterance translated into requesting utterance (70 or 30.17%), advising utterance translated into advising utterance (50 or 21.56%), warning utterance translated into warning utterance (22 or 9.48%), requesting utterance is deleted (1 or 0.43%), and commanding utterance is deleted (1 or 0.43%).

### 3.2 Pragmatic Equivalence

The researcher finds 17 data of coherence and 18 data of implicature are as follows:

#### 3.2.1 Coherence

**MSL/MTL/01:02:41**

**SL:** Tamatoa : “Mm, fish dinners I just love free food and you like seafood.”

Maui : “Hey, crab cake! I’m back! It’s Maui time. What do you say, little buddy? Giant hawk? Coming up!”

Tamatoa : “Well, well, well little Maui’s having trouble with this look.”

**TL:** Tamatoa : “Mm, Ikan untuk makan malam aku suka makanan gratis dan kau seperti makanan laut.”


Tamatoa : “Wah, wah, wah Maui kecil punya masalah dengan penampilanya.”

The texts of the dialogue above show that Maui calls Matatoa as “little buddy”, the reader may will confused because Matatoa is a giant crab and monster in the sea and he is an enemy of Maui, so why Maui calls Matatoa as little buddy. The words ‘little buddy’ is coherence with childhood friends. Actually, based on the real story, Matatoa and Maui
were best friend in their childhood, so Maui called him like that. The sentence “little buddy” is translated to “sobat kecil” in TL. When the utterance of Source Language translated into the Target Language, it is coherence and they are equivalence.

MSL/MTL/00:07:41

SL: Tui : “Moana, come on. Let’s go back to the village. You’re the next great chief of our people.”
Sina : “And you will do wondrous thing, my little minnow.”
Tui : “Oh, yes. But first you must learn where you’re meant to be.”

Sina : “Kau akan melakukan hal hebat ikan kecilku.”
Tui : “Oh ya, tapi kau harus pelajari dulu posisi yang ditakdirkan untukmu.”

The dialogue happened by the sea of Moana’s island. In SL, Sina said “my little minnow” that’s mean in TL as “ikan kecilku”. The words ‘little winnow’ is coherence with the previous sentence, there is ‘you’ as Moana. And it’s set the text. Sina called Moana like that because Moana and her family lived in island that many seas, water and of course many fishes and it becomes their life. So, Sina said little minnow as the expression of her love to Moana because Moana is still little girl and funny. It is coherence and both translations are equivalence.

3.2.2 Implicature

MSL/MTL/00:45:56

SL: Maui : “Tighten the halyard! Bind the stays! You can’t sail?”
Moana : “I am self-taught. Can’t you shapeshift or something?”
Maui : “Do you see my hook? No magic hook no magic powers!”

TL: Maui : “Kencangkan tali layar! Percepat laku! Kau tak bisa berlayar?”
Moana : “Aku belajar otodidak. Kau tak bisa berubah atau apapun?”
Maui : “Kau lihat kailku? Tak ada kail ajaib taka da kekuatan ajaib!”

In the conversation, the question of Moana was answered by Maui in SL “Do you see my hook?”. Why Maui didn’t answer that he can’t do what Moana want is because the strength of Maui lies in his magic hook. It has the imply meaning that Maui couldn’t do anything without his hook
because his power is on his hook. The translation of TL “Kau likat kailku? Tak ada kail ajaib tak ada kekuatan ajaib.” has the simply meaning same as TL. Both are shows the protest of Maui and it show maxim of relevance and they are equivalent.

**MSL/MTL/00:20:24**

SL: Tala : “Whatever just happened, blame it on the pig.”
Moana : “Gramma? Are you gonna tell Dad?”
Tala : “I’m his mom. I don’t have to tell him anything.”
Moana : “He is right, about going out there.”

TL: Tala : “Yang baru saja terjadi, salahkan babi itu.”
Moana : “Nenek. Nenek memberitahu ayah?”
Tala : “Aku ibunya. Aku tak perlu bilang apa-apa.”
Moana : “Dia benar, soal pergi jauh kesana.”

The dialogue between Moana and her grandmother above shows the situation that Moana have been through something. When Moana asked to Tala, Tala did not answer yes or no but she answered “I’m his mom. I don’t have to tell him anything.”. The answer of Tala has implied meaning that she will not tell anything to Moana’s father because he is her son not her chief. When SL translated into TL “aku ibunya. Aku tak perlu bilang apa-apa.”, both have the same implicature in its meaning and message and it’s contains maxim of quality because it’s not more informative than is required. Both SL and TL are equivalence.

### 4. CLOSING

Based on the analysis, the writer concludes that there are four types of directive speech act, they are commanding utterance, requesting utterance, advising utterance, and warning utterance used in *Moana* movie and its English and Indonesian subtitle. From 232 data of directive speech at, the most dominant utterance is commanding. The writer also found the pragmatic equivalence of the English and Indonesian subtitles of directive speech act. Based on the analysis, all of the translation of the utterances is equivalence. The writer hopes that this study will be useful for the teacher, the students in English Department, and the entire researcher as the source of knowledge, the references, and need to analyze about the same cases with this research.
BIBLIOGRAPHY


