

CHAPTER I

INTRODUCTION

A. Background of the Study

Nowadays, something that everyday we see and encounter is a movie. Movie also known as film is the communication in visual and it's uses the pictures which moving and sound to tell stories in the movie about. In the dialogue of communication in movie, the speaker and hearer need the important component called language. Language is the important thing in the communication. By language we can act something, by words we can do something, and get others to do things for us through our word (Austin, 1962). So, by using language, we can communicate with other people and the hearer can get understand with the purpose or the feeling from the speaker. Without using a good language, people will missunderstanding in communication (Sutopo et al., 2019). The language used in the movie have many varieties in each country. The movie can present the dialogue of the language by using subtitles.

In movie, there is always have an subtitle. Subtitle of the movie in the original country different with another country which used their own language in the subtitle. So, that is why there are important thing called subtitling. Subtitling is the method for transfer a language in translating in the movie. Translation is the replacement between one language and other language with equivalent material. Equivalence is the words between SL and TL both having the same meaning and effect on the hearer in both languages.

Pragmatics is a study about language use and the meaning between the speaker and hearer communications. In pragmatics scale, there is speech act. According to Austin (1962) speech act is the action to do and say something. Speech act is acts done in the process of speaking that said by speaker. It can be said the utterance of speaker contain an act. Speech acts consist of locutionary, illocutionary, and perlocutionary acts.

In translation, one of the equivalences is called pragmatic equivalence. Pragmatic equivalence is the way utterances are used in communicative and how interpret in context (Baker, 1992:217). Pragmatic equivalence is when the source language and target language both have the same meaning to the reader even there are some differences in the

sentence structure. The language in use in pragmatic equivalence focus on coherence and implicature. Coherence is connect which is brought inside the text. Implicature is to know how to understand more that it is actually said such as the message.

The focuses of this research is the directive speech act used by the character in *Moana* movies and its subtitle with the pragmatic equivalence. The writer will analyze the directive utterances and the pragmatic equivalence of the English and Indonesian subtitle used by the character in *Moana* movie. This research uses Searle's theory of speech act to analyze the types of directive speech act in movie and Baker's theory of pragmatic equivalence to analyze the equivalent of the English and Indonesian subtitle.

The study about pragmatic equivalence analysis of speech act and it's subtitle has been conducted by the previous researcher. One of them is the study conducted by Joko Dwi Prayitno (2014) with the title *A Pragmatic Analysis of Directive Utterance in Despicable Movie and It's Subtitling*. The purpose of this study was to analyze the pragmalinguics form varieties, the illocutionary equivalence and its politeness in *Despicable Me* movie. This study used qualitative method with the object of this research was the directive utterances found in *Despicable Me* movie. The data of this research were directive utterances and its subtitle. The writer found 199 data equivalence and 155 data of politeness equivalence as the research findings.

Although this research have a similarity on the directive speech act, this research different with related research of the theory and the data. The significance of choosing this study is to increase the understanding about the pragmatics equivalence of speech act in movie and types of directive speech act and the resource of data is taken from the movie's subtitle both English and Indonesian subtitles. The types of directive speech act according to Searle (1979) are: command, warning, requesting, and advising.

The phenomena found in *Moana* movie as the following examples used by Moana as the main character in *Moana* movie :

SL: Moana: "What's in there?"

Tala : "The anwer to the question you keep asking yourself.

Go inside. Bang the drum and find out."

Moana : "Oh.."

TL: Moana: "Ada apa di dalam sana?"

Tala : “Jawaban atas pertanyaan yang kau tanyakan pada dirimu sendiri. Masuklah. Bunyikan genderangnya dan temukan jawabanya.”
 Moana : “Oh..”

The utterance of SL “Go inside. Bang the drum and find out” was uttered by Tala and it occurred when Moana and Tala went to the cave and Tala gave a command to Moana to go inside the cave then bang the drum. So it is categorized as commanding. The utterance of TL “Masuklah. Bunyikan genderangnya dan temukan jawabanya” is also commanding because the word “Bunyikan” as a verb and it was the command given by Tala to Moana. When SL translated into TL, there is a word “jawabanya” added in TL that not found in SL. But, both SL and TL still have the same context and meaning. So the utterances are near equivalence.

Another example following the utterances of Moana as the character in Moana movie is:

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.”
 TL: Tui : “Di sini ternyata. Kau sedang apa? Kau buat Ayah khawatir.”
 Moana : “Kenapa? Aku ingin kembali.”
 Tui: “Ayah paham. Tapi kau tak boleh kesana. Berbahaya.”

The utterance of SL “What? I wanna’s go back” happened in the situation when Moana was playing on the reef and then her father Tui picked her up because there was dangerous place for playing. The utterance “I wanna’s go back” is categorized as requesting because there is a word “want” that explain the want or need of person. The utterance of TL “Kenapa? Aku ingin kembali” is also categorized as a requesting because there is a word “ingin” that used to indicate the need and as the translated of “want”. Both SL and TL are requesting and have the same meaning. So both of the utterances are equivalence.

Based on the phenomena above, the researcher will conduct the research with the title A Pragmatic Equivalence of Directive Speech Act Used in *Moana* Movie and Its Subtitling.

B. Limitation of the Study

This study have limits that will focus on the object of directive speech act used by the characters in *Moana* movie. The source of data is from *Moana* movie and its subtitle. The researcher will use the theory of speech act by Searle (1979) and theory of pragmatic equivalence by Baker (1992). There are types of directive speech act : commanding, requesting, warning, and advising. Then, the researcher can analyze and learn more about pragmatics equivalence of speech act from the English and Indonesian movie subtitle.

C. Problem Statement

Based on the title of the study above, two research questions are divided as follows :

- 1) What are the types of directive speech acts and their Indonesian subtitle in *Moana* movie?
- 2) What are the pragmatic equivalence of the subtitle of directive speech act in *Moana* movie?

D. Objective of the Study

Based on the problem statement that have been formulated above, the objective of this study are :

- 1) To classify the types of directive speech act and their Indonesian subtitle in *Moana* movie.
- 2) To describe the pragmatic equivalence of the subtitle of directive speech act in *Moana* movie.

E. Benefit of the Study

This study is expected will give some benefits are as follows :

- 1) Theoretically
 - a. The result of this study are the types of directive speech act and pragmatic equivalence of the English and Indonesian movie subtitle.
 - b. This study can be the resource and be reference for the next related researchers.
- 2) Practically

- a. This research will give contribution for other researchers as the reference for who are interest to analyze and learn deepen about the theory of pragmatic equivalence and the types of directive speech act.