ILLOCUTIONARY ACTS IN KUNG FU PANDA MOVIE SUBTITLE: THEIR TRANSLATION METHODS AND QUALITY

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I. INTRODUCTION

When learning English, beginners start to learn by translating target language words/sentences into their mother tongue. In other words, at the very beginning level, a translation activity is needed. Translation activity can be applied into many areas, including pragmatics. The present study analyzed the quality of pragmatic translation of movie subtitle, containing dialogues used by the characters in Kung Fu Panda movie. The dialogues contained speech acts uttered by the characters in the movie.

The current study particularly focused on the translation of illocutionary acts. This would provide an example that a translation was not only about transferring literal meaning, but also speakers’ intention. In translating the illocutionary acts, the message in source language and target language has to be accurately the same. The study was also concerned with translation methods which became an important aspect of translation. In producing a good translation, a translator used translation methods so that the translation product mirrors the same message as the original one. The translation quality, in terms of its accuracy, acceptability, and readability could be used as parameter of a good translation. The current study assumed, as translation can be applied into pragmatics, translating illocutionary acts in Kung Fu Panda subtitle needed higher skill because translators have to deliver the same message from the source language into target language. The knowledge about pragmatics became the field that has to be gained by the translator. Illocutionacts classification, translation method, and translation quality in terms of accuracy, acceptability, and readability were the main focus of the current study.

Every scholar has his/her own notion in defining translation. For example, Bell (1991, p. 6) states that, “translation is the replacement of a representation of a text in one language by a representation of an equivalent text in a second language.” Similarly, Catford avers, “translation is the replacement of textual material in one language by equivalent textual material in another language” (1965, p. 20). Meanwhile, Larson states that “translation consists of transferring the meaning of the source language in the receptor language” (1984, p. 3). Furthermore, Nida and Taber (in Suryawinata & Hariyanto; 2003, p. 12) affirm that “translating consists of reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style”. In this study, translation is defined as transferring the message from source language into target language.

Translators may meet some problems in transferring the message or meaning from source language into target language. Nababan (2003) notes that the problem of translation has generally something to do with the different systems of the source language and target language, semantics and stylistics complexity, translator’s competence, and quality of the text (pp. 54-
Newmark (1988) mentions the differences between translation methods and translation procedures: "while translation methods relate to whole texts, translation procedures are used for sentences and the smaller units of language" (p.81). The current study used the method closest to the target language, these being: adaptation translation, free translation, idiomatic translation, and communicative translation. Adaptation translation is the 'freest' style of translation. It is used mainly for plays (comedy) and poetry; the themes, characters, plots are usually preserved, the source language culture converted to the target language culture and the text rewritten. For example:
Source Language: Her sweet smile
Target Language: Senyumnya yang semanis madu
The next translation method is free translation. It reproduces the content without its original form. For example:
SL: Can I have a cup of coffee, please?
TL: Pesan kopi satu.
Idiomatic translation reproduces the original message but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original. For example:
SL: Can I have a cup of coffee, please?
TL: Kopinya satu dong.
The last translation method is communicative translation that attempts to render the exact contextual meaning of the original in such a way that the content and language are readily acceptable and comprehensible to the readers. For example:
SL: Can I have a cup of coffee, please?
TL: Tolong buatkan saya secangkir kopi.

The quality of good translations has to meet the aspects of accuracy, acceptability, and readability (Nababan, et al. 2012). Accuracy in translation evaluation is to measure whether a translation has a common border between the source text and the target text (Shuttleworth & Cowie, 1997, p. 3). The accuracy can be regarded as the conformity or message accuracy delivered from the source language to the target language. Furthermore, Machali (2000, p. 110) states that the accuracy can be evaluated from the aspects of linguistics, semantics, and pragmatics. In other words, accuracy is not only seen from the coincidentally of word choice, but also the coincidentally of grammatical, meaning equivalence, and pragmatics. It should be noted that translators have to avoid adding or deleting the message from source language in the target language because it will betray the original writer and lie to the readers. In a broader area, the addition or deletion of the message can be fatal for the translation of law, religion, and physic.

Acceptability is used by Tourny (in Shuttleworth & Cowie, 1997) to refer to the constancy of translating the linguistic rules and textual norms of the target language. In this regard, it can be understood that acceptability is fittingness of a translation based on the cultural norm of the target language. This concept becomes important because even though the message of a text is already accurately translated into target language, readers will reject the translation if the way of expressing the message is not appropriate with the target language norm. For example in the source language culture (English), grandchildren could greet their grandfather with “How are you, John?” In this example, they directly call their grandfather with his first name, John. However, in Indonesian context, especially in Javanese culture, it will be considered to be impolite if the grandchildren greet their grandfather without using correct address terms such as “Mbah” or “Eyang Kakung”. In such a case, the translation will become adequate and acceptable if the translators follow the norm of the source language. Readability cannot be separated from reading activity. In translation context, the readability deals not only with the readability of the source language, but also that of the target language. Good understanding in the concept of readability will help the translators in doing the translation activity. According to Sakri (in Nababan, 2003) readers are the subjects who decide the readability levels of a text. Nababan (2003) identifies some factors influencing the readability levels including: the average length of sentence; the number of new words; the used of grammatical complexity. Nababan (2003) furthermore affirms, in addition to those factors, other factors such as the uncommonly used new words, foreign and vernacular words that are not widely understood, and ambiguity. Apart from the textual factor, the level of readability is also influenced by the education background and culture of the readers. The level of readability of a translation product has to be seen from the paragraph units, not the sentence units because the reader cannot get the full context of a translation if they were only given on its sentence level. This is what Nababan (2004, p. 62) asserts in choosing the paragraph to measure the readability level because paragraph is built from a number of sentences constructing a unity of minds.

Translation could be applied into pragmatic aspects, for example speech acts. Speech acts consist of three aspects: locutionary, illocutionary, and perlocutionary (Searle, 1976). Locutionary acts, according to Austin (1962), are “acts of speaking, acts involved in the construction of speech, such as uttering certain sounds or making certain marks, using particular words and using them in conformity with the grammatical rules of a particular language and with certain senses and certain references as determined by the rules of the language from which they are drawn”. Illocutionary acts, those used in speaking to perform something when using utterances, for example complaining, requesting, marrying, and so forth.

Searle (1976) classified the illocutionary into 5 classifications: representative, directives, commissive, expressive and declarative utterances.
Representative utterances are those which express the truthfulness of proposition. All acts included in this category involve assessments of whether something is true and false, such as stating, asserting, claiming etc. Directives utterances relate to the acts in which the speakers get the hearers to do something, such as requests, orders, commands etc. Commissives utterances relate to some acts which commit the speakers to some future actions such as promising, vowing etc. Expressive utterances concern with acts of which illocutionary point is to express the psychological state such as apologizing, condoling, welcoming, congratulating etc. Declarative utterances relate to acts of their illocutionary point is to relate its propositional content to the reality. According to Austin, perlocutionary acts relate to the effects of producing illocutionary acts by speakers on the thoughts, feelings, or actions of the listeners or addressee(s).

Fawcett (1997) claims that speech act as an interesting study of sub-pragmatics in association with the translation study, apart from presupposition and implicatures. Honig and Kussmaul (in Fawcett, 1997) state if an illocutionary is translated, the illocutionary force of sentence would not change. A speech acts translation can be an example that a message transfer not only about literal meaning, but also intention that has to be translated properly.

II. METHOD

The present study employed descriptive qualitative method. Illocutionary acts were analyzed from Kung Fu Panda movie subtitle. Some informants (respondents) were recruited to fill in questionnaires and to rate the translation quality in the terms of its accuracy, acceptability, and readability. In terms of accuracy, this study used questionnaires. The respondents were recruited based on the following criteria: 1) they have competence in both Indonesian and English language; 2) they are competence in translation theory; 3) they are willing to participate in this study. Whereas, the other respondents were selected to give analysis in terms of acceptability based on these criteria: 1) they are competence in Indonesian language; 2) they are willing to participate in this study. The other respondents were selected to give analysis in term of readability. This study selected the respondents based on these criteria: 1) they are good at Indonesian and English language; 2) students of junior high, senior high, and undergraduate students who study English; 3) they are willing to participate in this study.

For collecting the data, the study applied two methods; documentation and questionnaire. In relation to documentation, the study used the dialogues of Kung Fu Panda from the following website http://kungfupanda.wikia.com/wiki /Kung_Fu_Panda/Transcript. The dialogues in the website were then sorted based on the illocutionary acts. In the construction of the questionnaire, two kinds of data were added; data from illocutionary acts categorization and its translation/subtitle. The questionnaires were used to get the rating scale from the respondents in terms of the accuracy, acceptability, and readability of the Kung Fu Panda subtitle translation. Three stages were used to analyze the data. Each is discussed in the following sections:

A. The procedures of analyzing data related to illocutionary acts classification.

Firstly, 199 data of English dialogues in Kung Fu Panda containing illocutionary acts were selected as the data. The data were coded, for example, 10/IAC/REP/Inf, which means that this was the datum number ten and it was taken from illocutionary acts classification of representative utterance with the type of informing. Then the data were analyzed using Searle’s (1976) classification of illocutionary acts: representative, directives, commissives, expressive and declarative. Finally, a conclusion was drawn.

B. The procedures of analyzing the translation methods

Firstly, the subtitles or translations of the data were selected. Then, the data were coded. For example 24/TM/Free means the datum was number twenty four, its translation method was free translation. Finally the translation methods used by the translators were categorized.

C. The Procedures of analyzing the translation quality.

Firstly, to get the rating scale of the translation quality, questionnaire was used. Then, regarding the translation quality, the rating of accuracy, acceptability, and readability were constructed based on Nababan et al (2012). The instruments are as follows:

<table>
<thead>
<tr>
<th>Translation Category</th>
<th>Scale</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accurate</td>
<td>3</td>
<td>The content of the source sentence is accurately conveyed into the target text. The translated sentence is clear to the evaluator and no rewriting is needed.</td>
</tr>
<tr>
<td>Less Accurate</td>
<td>2</td>
<td>The content of the source text is accurately conveyed to the source sentence. The translated sentence can be clearly understood by the evaluator, but some rewriting and some change in word order are needed.</td>
</tr>
<tr>
<td>Not Accurate</td>
<td>1</td>
<td>The content of the source sentence is not accurately conveyed to the target sentence. There are some problems with the choice of lexical items and with relationships between phrase, clause and sentence elements.</td>
</tr>
</tbody>
</table>

The accuracy rating instrument used the scale 1 to 3. The higher the score is given, the more accurate the translation is.
Afterwards, the percentage of translation quality (accuracy, acceptability, and readability) was counted. Based on the accuracy, acceptability, and readability percentage, the translation quality was classified. In terms of accuracy, the data were classified into three levels:

- Classification A: Accurate, with the mean score between 2.6 – 3.0.
- Classification B: Less Accurate, with the mean score between 1.6 – 2.5.
- Classification C: Not Accurate, with the mean score between 1.0 – 1.5.

The data were also analyzed based on their acceptability with the following classification levels:

- Classification A: Acceptable, with the mean score between 2.6 – 3.0.
- Classification B: Less Acceptable, with the mean score between 1.6 – 2.5.
- Classification C: Not Acceptable, with the mean score between 1.0 – 1.5.

In term of readability, the data analysis were classified into three levels:

- Low Readability
- Medium Readability
- High Readability

The next instrument that used was the instrument to decide the rating scale of translation acceptability. The instrument used the scale 1 to 3. The score that was given by the respondent became the rating scale of translation acceptability.

The following is the example of rating:

1/IAC/REP/Sta:
“He is coming for the Dragon Scroll, and you are the only one who can stop him!”

The dialogue was uttered by Shifu to Po. When Tai Lung escaped from the prison and on his way to get the Dragon Scroll, Shifu stated that only Po who can defeat Tai Lung.

2. Directives Utterances

Directives utterance means a speech act used to cause the hearer to take a particular action. This study found 88 data of directive utterances and classified into commanding (43 data), asking (14 data), requesting (2 data), defying (1 data), daring (3 data), begging (5 data), permitting (5 data), and advising (15 data). The results showed that the commanding utterances were the most frequently used illocutionary acts of directive utterances. The following is a commanding utterance:

2/IAC/DIR/Com:
Warriors prepare!

The dialogue was uttered by Shifu to the Furious Five. He gave command to them to prepare a demonstration in the Dragon Warrior tournament.

3. Commissives Utterances

Commissive utterance means a speech act that commits a speaker to some future action, e.g. promises, offer, and oaths. Based on the identification of commissive utterances, promising was the most frequently used...
The data above was dialogue uttered by Shifu when he was convincing Po to stay in Jade Palace. He promised to Po that he would make him the Dragon Warrior.

4. Expressive Utterances
Expressive utterance means a speech act that expresses the speaker’s attitudes and emotions towards the proposition, e.g. congratulations, apologizes and thanks. The current study found 13 data in which apologizing was the most frequently used illocutionary acts of expressive utterances. This utterance is simply given in the sample below:

4/IAC/EXP/Apologize:
Sorry, Dad.

The utterance described how Po regrets his attitude of getting up late.

5. Declaration Utterances
Declaration utterance means a speech act that changes the reality in accord with the proposition of the declaration, e.g. baptisms, pronouncing someone guilty or pronouncing someone husband and wife. The study found 2 data of this type. For example:

5/IAC/DEC:
Then I am... your... master!

The utterance was delivered by Shifu when he declared himself as Po’s master.

Based on the identification of illocutionary acts classification, it was found that representative utterances were the most frequently used illocutionary acts found in the Kung Fu Panda subtitle.

B. Translation Methods
For analysing the translation methods, the current study used the theory developed by Newmark (1988) and focused on the method closest to the target language, such as free translation, adaptation translation, idiomatic translation, and communicative translation. The results of the current study showed that communicative translation (149 data) was the translation method mostly used in the Kung Fu Panda subtitle, for example:

6/TM/Comm:
SL: Nothing is impossible.
TL: Tidak ada yang mustahil.

The translation above was included as a communicative translation because the message in the source language was delivered to the target language by translating the dialogue into the target language communicatively therefore readers could understand the meaning of the dialogue easily.

C. Translation Quality
The translation quality was analyzed according to three aspects: accuracy, acceptability, and readability.

1. Accuracy
The questionnaires regarding translation accuracy were distributed to two lecturers who are experts in translation theory and practice. The total scores of the completed questionnaires were counted to get the mean score. The mean score was classified into three classifications, accurate, less accurate, and not accurate.

a) Accurate translation covers the data with mean score between 2.6 – 3.0.

This study found 179 data accurately translated into the target language. The translation that is categorized as accurate can be found in the following example:

7/TQQ/Accuracy:
SL : That is impossible! He is in prison!
TL : Itu mustahil! Dia di penjara!

All of the respondents gave score 3 for the datum. The message of source language was fully conveyed into the target language. It contained everything that is necessary in understanding the original message.

b) Less accurate translation covers the data with mean score between 1.6 – 2.5.

This study found 19 data included into this classification and it can be found in the following sample:

9/TQQ/Accuracy:
SL : Ouch! Those are sensitive in the flabby parts.
TL : Aku sensitif jika disentuh di bagian berlemak.

The two respondents gave score 2 to the data. The translation should be “Bagian itu sensitif kalau disentuh.”

10/TQQ/Accuracy:
SL : Oh, no need to explain. I just thought you might be Monkey... he hides his almond cookies on the top shelf.
TL: Tidak ada yang mustahil.

Based on the identification of illocutionary acts of commissive utterances. There were 5 data included into promising. The excerpt below is an example of a promise:

3/IAC/COM/Pro:
But I can change you! I can turn you into the Dragon Warrior! And I will!
The translation was less accurately translated. The respondents gave score 2 to this data. The translation should be “Tidak perlu khawatir. Ku kira kau tadi Si Monyet. Dia menyembunyikan kue almondnya di rak teratas.”

The current study found 130 data included into this classification. The following samples were the data of this classification:

13/TQQ/Acceptability:
SL : Sorry! I should have come to see you first!
TL : Maaf, Seharusnya aku melihatmu dulu.

The datum number 13 was given score 2 by both respondents. The translation was less acceptable because the word order in the target language needs to be revised. To be more acceptable in the target language, tt should be translated into “Maaf! Seharusnya aku menemui mu terlebih dahulu”.

14/TQQ/Acceptability:
SL : My old friend, the panda will never fulfill his destiny, nor you yours, until you let go of the illusion of control.

TL : Sahabatku, Si Panda tidak akan pernah memenuhi takdirnya, begitu juga dgn engkau samapi kau bisa mengusir ilusi yang mengendalikannya.

There was a different point of view on the datum number 14. The R3 gave score 3 but R4 gave score 2 to the datum. The mean score was 2.5 and therefore it was included into less acceptable translation.

15/TQQ/Acceptability:
SL : Do turn around.
TL : Maukah kamu berbalik?

The datum was considered to be unacceptable in the target language because the source language was a command, an order, a positive sentence but it was translated into interrogative sentence in the target language. Both respondents gave score 1 to it.

16/TQQ/Acceptability:
SL : Po, come back!
TL : Kembali.

Different score was given for the datum 16. The R3 gave score 1, while R4 gave score 2. The mean score of this datum was 1.5 and therefore it is included as unacceptable translation.

3. Readability

The questionnaires regarding readability were distributed to 3 respondents who were lecturer of Bahasa Indonesia, an English education scholar, and an undergraduate student of English education. The total scores of the questionnaires were counted to get the mean score. The data were classified into three levels: high, medium, and low readability.

a) High readability translation covers the data with mean score between 2.6 – 3.0.

b) Less acceptable translation covers the data with mean score between 1.6 – 2.5.

The current study found 130 data included into this classification. The following samples were the data of this type of classification:

12/TQQ/Acceptability
SL : Sorry, Dad.
TL : Maaf ayah.

The datum above was scored 3 by the two respondents, which means the translation was acceptable in the target language. The structure of the sentence was appropriate with the structure of Indonesian language.

The current study found 130 data included into this classification. The following samples were the data of this type of classification:

13/TQQ/Acceptability:
SL : Sorry! I should have come to see you first!
TL : Maaf, Seharusnya aku melihatmu dulu.

The datum number 13 was given score 2 by both respondents. The translation was less acceptable because the word order in the target language needs to be revised. To be more acceptable in the target language, tt should be translated into “Maaf! Seharusnya aku menemui mu terlebih dahulu”.

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a) High readability translation covers the data with mean score between 2.6 – 3.0.

b) Less acceptable translation covers the data with mean score between 1.6 – 2.5.

The current study found 130 data included into this classification. The following samples were the data of this type of classification:
The datum number 17 was in the level of high readability. All respondents gave score 3 to this datum, since the translation was understood easily.

b) Medium readability translation covers the data with mean score between 1.6 – 2.5.

Following the first classification, this study found 11 data of medium readability level. The example of this kind of classification can be seen in the following:

18/TQQ/Readability:
SL : Master Tigress! Face Iron Ox and his Blades of Death!
TL : Master Tigress akan berhadapan dgn Si Tangan Besi dan Pedang Kematian.

The mean score of datum 18 was 2.3 which means that the translation was in the medium level. Two respondents, R5 and R6, gave score 3 but R7 only gave score 1 because there was an abbreviation “dgn” in the target language that should be avoided.

c) Low readability translation covers the data with mean score between 1.0 – 1.5.

The current study did not find any data of this classification. This study found that the mean score of the total data was 2.83 meaning that the translation quality of Kung Fu Panda subtitle was highly readable.

The Kung Fu Panda movies was produced involving Asian cultural background. This could be seen in the setting of place, names of the characters, and terms in the dialogues. This study found that the dominant utterance in Kung Fu Panda dialogues was representatives utterances in the type of stating. The findings were not in line with that of Imama (2011) who found different results. In her analysis of illocutionary acts in The Pacifier with Western cultural context movie, she found that directives utterance was the dominant utterance. Similarly, a study conducted by Wardani (2011) found that directives utterance as the dominant utterance in Prince of Persia: The Sand of Time movie with Persian cultural context. The different results between the study and the others may be due to the influence of the cultural backgrounds of the use of illocutionary acts. This is in line with Meier (2010) who claimed that culture can inform expectations, interpretations, and choices relating to speech acts performance.

Based on the data analysis the study found 4 translation methods. Among these methods, communicative translation method was the method mostly used by the translator. The results of this study may indicate that the type of the text influences the strategy or method used by the translator. As claimed by Nababan (2003) that the translation strategy is determined by the different system of the source language and the target language, semantics and stylistics complexity, translator’s competence, and quality of the text (pp. 54-55).

Regarding the acceptability, the results of the current study revealed that the two raters included the translation into less acceptable translation. The results may be due to the qualification of the raters. The raters who had high competence in the target language tended to provide higher scores as compared to those who had low competence in the target language. This is in line with Nababan, et al (2012) who believed that acceptability rating instrument can be used to measure the translation quality in terms of acceptability along with its description of each translation category. It means the translation acceptability is subject to the raters’ expertise.

IV. CONCLUSION

The illocutionary acts in the Kung Fu Panda dialogues could be classified into representative, directive, commissive, expressive, and declaration utterances. Of these, the representative utterances were mostly used in the dialogues of Kung Fu Panda. Within the type of representative utterances, stating was the most frequently found, whilst concluding was least frequently found in the Kung Fu Panda dialogues. In terms of translation method, the communicative translation was the most dominant method used by the translator. By contrast, the idiomatic translation was used the least. Based on translation quality analysis, the study concluded that the translation quality of Kung Fu Panda subtitle was accurate, less acceptable, but highly readable.

The present study only focused on the translation method, a further study can focus more on the structural strategy or semantic strategy. The current study also focused on translation quality in terms of accuracy, acceptability, and readability. Future studies can look into translation ambiguity.

As the expertise of respondents could influence to the rating score of the translation quality in terms of acceptability, further investigation can be conducted through in-depth interview to seek for explanation for the raters’ judgment.

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