# CHAPTER I

# INTRODUCTION

## 1.1 Background of Study

As social beings, people naturally communicate in a language that is shared and used in everyday interactions. In order to avoid misunderstandings, language becomes one of the most crucial components of our socialization process. English is one of the languages that the entire world acknowledges as an international language used in daily interactions and serves as a link between nations in diverse countries around the world.

According to Buck (2002), verbal and nonverbal communication are the two main forms of communication. The process of sending information to other individuals through language is known as verbal communication. It is the exchange of ideas, emotions, and knowledge using the voice or spoken word. It can take numerous forms, including face-to-face talks, telephone calls, video calls, public speeches, discussions, and interviews. Verbal communication might be directed at a specific individual or group (or it can be directed to no one in particular). In any event, it has a dialogic aspect and represents constant communicating acts. In a classroom, for example, a teacher and a student exchange information, or a pair of classmates discuss their day. Nonverbal communication is a method of exchanging information by employing gestures, body language, eye contact, facial expressions, or general appearances.

English is used to exchange information and also opens up a variety of knowledge, part of which can be through movies, whether they be educational movies, movies about science, technology, or cartoons and animations. However, as previously said, knowledge can be studied and researched in countries other than English-speaking ones. Many non-English speaking countries, such as Indonesia, are learning about movies. Then, in order to avoid misunderstandings while learning or researching this information, the meaning of words, phrases, or sentences must be converted into the target language.

The process of converting meaning from one language into another, or translation, is called this. In modern times, translation is necessary for both written and audio-visual content, including movies. Subtitling describes the process of translating audio-visual content. It can be difficult to complete this process at times. The target text's equivalent can be quickly located by the translator and considered as simple translation. Here, the term "equivalence" refers to values, worth, or usefulness rather than to the similarity of the languages. Additionally, the counterpart in the target language does not have an exact equivalent, which makes it challenging.

Discussions on the equivalence should avoid misunderstandings whenever possible. For instance, in English-speaking countries, Friday the 13th is considered unlucky. The translator must first be aware of the information needed to translate this phrase from the source language into its target text. Since Indonesia does not have a designated unlucky day, the translator will employ a description if the text is being transferred into Indonesian and is culturally relevant. But if you translate it

using the calendar, it literally translates as *Jumat, tanggal 13*. Similarly, pragmatic translation from the source language to the target language exhibits the same complexity. When speaking, the speaker may occasionally manipulate what they mean to say. This type of speech act does, however, enable communication with others in society. Both the speaker and the listener must comprehend what is being discussed for communication to be successful.

Speech acts are an inherent part of daily interactions. They generate speech acts in their conversation every day, such as declarations, commands, inquiries, and requests (Alzeebaree & Yavuz, 2017; Borer, 2018; Fahrurrozi, 2015; Jucker & Taavitsainen, 2008). According to Austin (1962), speech acts can be divided into three categories: locus (the act of stating something), illocution (the act of doing something), and perlocution (the act of persuading someone). The art of articulation is quickly taking the top spot among speech acts since it affects more than just meaning. It draws attention to the utterance's purpose and function.

Two theories—pragmatics and translation—are used in this study to analyze the data finding. The study of language known as pragmatics describes how language functions in context. Techniques for translating from one language (SL) to another (TL) can be utilized at the word, phrase, clause, or sentence level. On the basis of two premises, Molina and Albir (2002) developed a definition of translation techniques. 1) It is important to distinguish between approaches, strategies, and techniques; 2) It is important to analyze and understand the practical applications of translation techniques. Albir claimed that translation methods, techniques, and approaches are essentially divided into many categories in Molina & Albir (2002).

Fadaee (2011) explored translation strategies of figures of speech in accordance with the Newmark and Larson theory in a further article titled "*Translation Techniques of Figures of Speech: A Case Study of George Orwell's 1984 and Animal Farm*".

Tekin (2022) discussed the translation strategies based on Franzon (2008) within the framework of the Skopos Theory advanced by Hans Vermeer in the songs from the animated movies in her study titled "*A Case Study on The Translation Strategies in Walt Disney Animated Musical Movies' Song: From Past to Present*". It has been found that the most widely used translation method is to translate the lyrics while taking into account the original movie's music, "*Snow White and the Seven Dwarfs*." The second movie "*Encanto*," however, is adapting the original music.

In their article "*Encanto Film Analysis*", Quintero and Echezabal (2022) discussed how the movie's women characters are portrayed in relation to traditional women values ingrained in Colombian culture. They also discussed how their emotional journeys throughout the film either reinforce stereotypes already created and portrayed in American media or establish relevance and validity when compared to authentic Colombian values.

In their study titled "*Amplification and Transposition in Translation of English Command into Indonesia with Reference to Harry Potter's Novel*", Darmayanti, Yadnya, and Sedeng (2019) analyze the methods used by translators when translating the source language into the target language in light of various translation techniques. This study focuses on two translation methods, amplification

and transposition, that are used in the function of imperative phrases, particularly commands.

Meanwhile Nindyasari (2013), in her study entitled, *"An Analysis of Directive Illocutionary Act of Luther Character in the novel*" translated *"Skipping Christmas"* into "Absen Natal". This is an example of the kinds of illocutionary acts that occurred in the utterances and the translation patterns. However, this study did not go into detail on the five different types of illocutionary acts or motivational utterances, only focusing on directives. Similar to Nindyasari, in her study entitled *The Illocutionary Acts and The Translation Techniques in Sherlock Holmes Movie Series*", Sunarti (2020), also discussed the same topic, the illocutionary acts and the translation techniques, but this study exposed illocutionary acts in series not in a novel.

Thus, from the previous studies mentioned above, there are a few researchers who discussed the same topic with this study. However, in this study, the writer intends to discover the translation techniques applied to translate the source language to the target language in response of the illocutionary acts throughout the Disney movie Encanto.

Disney movie Encanto is an animation movie that follows the Madrigals, a multi-generational Colombian family led by a matriarch. The Madrigal Family receive magical gifts from a miracle that allows them to serve the people of their rural community known as the Encanto. When Mirabel discovers that her family's magic is fading, she sets out to discover the cause and save her family and their magical home. As a Disney movie that is watched by the whole world, the process

of translating subtitles is very important to find out what the author really wants to convey.

Before translating a speech act into its target language, it is crucial to understand the context of the speech act. In addition, it is necessary to keep in mind the speaker's objectives, implied felicity conditions, utterance, status, and roles. Therefore, the objectives of this study are to (1) identify the type of illocutionary acts in Disney movie *Encanto* and (2) identify the translation techniques employed in those acts. This research study focuses on the translation techniques of illocutionary acts used in Disney's movie *Encanto*. This research will use descriptive qualitative analysis research method, which means the researcher himself is the major instrument to the study.

**1.2 Research Questions**

1. What types of illocutionary acts are used by the characters in the Disney movie *Encanto*?

2. How does the translator translate the illocutionary acts in the Disney movie *Encanto*?

**1.3 Aims of the Study**

1. To identify the kinds of illocutionary acts that are found in the Disney's movie *Encanto*.

2. To analyze the translation techniques that are used by translators in translating illocutionary acts in the Disney's movie *Encanto*.

**1.4 Scope of the Study**

This study aims to find out and identify the translation techniques of illocutionary acts that is used in Disney's movie Encanto (2021) using Pragmatics theory, especially Speech Acts theory, and Translation Techniques theory. It only focuses on the five categories illocutionary acts by Searle (1979) and the translation techniques by Molina & Albir and Nida to translate the illocutionary acts that are used in Encanto movie.

**1.5 Significance of the Study**

The writer hopes that this research will be helpful to both readers in general and the writer in particular. The writer expects that this study will increase knowledge and abilities in translation research in the scientific field. In turn, the research should supply the reader with further understanding about illocutionary acts and urge everyone to analyze illocutionary acts as a fascinating subject to study. It may also assist other students and readers in expanding their expertise, notably in the examination of translation illocutionary activities in movies. The results of this study are expected to assist translators in selecting the appropriate translation methods to avoid a change in the target language and to generate exact translations.