

CHAPTER I

INTRODUCTION

This chapter discusses the earliest part of the study. The phenomenon of the problem being discussed. It covers five sections which are classified as background of the study, research question, objective of the study, scope and limitations of the study and significance of the study.

1.1 Background of the Study

Through translation, literary texts can be known and understood by people around the world who do not speak English but want to appreciate the works. Damrosch (2018) mentions world literature as a result of writing that allows translation, which means that world literature includes English literary texts which are translated into other languages and vice versa. Newmark's (1988) makes translation known as an interdisciplinary study because of its relationship with other fields, including literature. This activity is not only related to the transfer of messages, but it is also required to transfer the linguistic aspects of the source language (SL) to the target language (TL). Failure to fulfil these important requirements will make the translation inaccurate or even fatal to both of the language users. Therefore it is essential for the translator to translate the source language into the target language with as much of accuracy as possible in order to convey the author's intended meaning, while maintaining the original text qualities and style.

In addition for meaning accuracy, the translation must also account for various linguistic aspects to ensure a faithful delivery from original text. House's (2015) work on translation quality place crucial aspect in pragmatics, particularly how the translator must consider the social and cultural context to preserve meaning beyond the literal level. Politeness strategies are closely tied to context, as the way actions are performed through language which affects social action and relationships. Brown and Levinson's (1987) politeness theory highlights universal strategies for navigating social interactions and maintaining face, focusing on how

individuals manage face-threatening acts. Misinterpreting these politeness strategies during translation can result in a loss of the original text's nuance or intended social function, which can lead to translations that may appear inappropriate or rude in the target language. Therefore, a translator must carefully balance literal translation with an understanding of both speech acts and politeness conventions. This ensures that the translation maintains the original text's integrity and effectively communicates the author's intended meaning and social functions.

To achieve this level of translation fidelity, translators must possess a deep understanding of both the source and target languages, including their cultural contexts and norms. This involves more than just a mechanical replacement of words; it requires an appreciation of the subtleties and nuances that shape meaning. Idiomatic expressions, cultural references, and politeness norm often do not have direct equivalents and must be adapted thoughtfully. These elements often reflect underlying social norms and expectation. For example, idiomatic expression can carry implicit politeness, such as indirect request like (e.g. “could you lend me a hand?”), which if translated literally, would lose their politeness. Cultural reference also involve context-specific politeness norm, such as how greetings or compliment are framed. For instance, in Indonesian, addressing people with title such as “*Bapak/Ibu*” or “*Saudara/Saudari*” is a way of showing respect and formality, but a literal translation into English might miss the same level of respect and formality. Ultimately, the goal is to produce a translation that feels natural and authentic to readers in the target language while preserving the essence and stylistic qualities of the original text. The use of correct technique for translating is crucial for the accuracy on the target language.

Politeness strategy, as outlined by ‘Brown and Levinson (1987), are integral in maintaining ‘face’, which refer to an individual prestige or reputation within a social context. In their theory, face is categorised into two types: positive face, which is the desire to be liked and admired, and negative face, which refers to the desire to be free from imposition. All actions that try to demean or threaten either of these types of face are considered face threatening acts (FTA). The degree of threat in FTA, as mentioned by Brown and Levinson (1987) includes: ranking (R),

which refers to the severity of the threat; relative power (P), which involves the social power dynamics between speaker and hearer; and social distance (D), which indicate the level of familiarity between the individuals involved. This study focuses on the ways in how speech acts, when translated, either preserve or alter the face-related strategies present in the original text. The study looks at how translation techniques reflect the politeness strategies between the source and target languages, ensuring that the translated text upholds the intended politeness functions, such as maintaining respect or mitigating impositions.

The focus of this study is to examine how politeness strategies are translated from the source text to the target text, particularly through the use of translation techniques. Politeness strategies are often influenced by social hierarchies, and shifts in these strategies during translation can alter the dynamics of power and face between characters. Such shifts may occur when translation techniques fail to maintain the balance between conveying politeness and preserving the original power dynamics shows in the text. This phenomenon poses a challenge for translators, as they are tasked with accurately conveying the original text's intention of politeness while ensuring that the underlying power relationships remain intact. Failure to do so may result in unfaithful translations that affect the characterization, narrative flow, and the audience's understanding of the story. This study analyzes the ways in which specific translation techniques are used to render these strategies in the English version of *Cantik Itu Luka*, with data taken from Chapters 1, 9, and 18 to reflect different phases (beginning, middle, and the end). While not applied to all data, the degree of face-threatening acts; power, distance, and ranking of imposition is considered in selected examples to deepen the discussion and highlight the contextual nuances behind strategy choices.

Furthermore, this topic was chosen because in literary translation, politeness strategies present a unique challenge, as translators are tasked with conveying not only the textual meaning but also the cultural and emotional nuances embedded in the source text. This challenge becomes even more pronounced when the source and target languages belong to distinct cultural contexts, like Indonesian and English, as Johnstone (2008) mention that a different culture have a specific form

of politeness in communication. These differences could affect how politeness strategies are translated. Whether the essence of the original strategies is preserved or altered due to the translation techniques employed.

The novel *Cantik Itu Luka* by Eka Kurniawan is a celebrated piece of Indonesian literature, known for its intricate narrative and dialogues that reflect the cultural dynamics, power relations, and social hierarchy of Indonesian society. There is many of those in the form of gender and in the form of historical realism, because this novel is set in the Dutch and Japanese colonial eras. The story revolves around Dewi Ayu, a woman forced into prostitution by circumstances beyond her control, and the intriguing, often tragic fates of her four children. The story portray the struggles Dewi Ayu and her four children experience during those era. The dialogues in the novel showcase various politeness strategies used to manage threats to face, whether through direct or indirect approaches, in alignment with Indonesian cultural norms.

Cantik Itu Luka had 18 completed chapters with the total of 490 pages. The writer in this study focuses on identify and analyse the politeness strategy utterances used by the character from 3 chapters out of 18, namely; chapters 1, 9, and 18. The writer focuses on three key chapter of the novel that represent exposition, rising action, and resolution. These chapter were selected using purposive sampling, which involves deliberately choosing data based on specific considerations. Chapter 1 represents the beginning of the story, chapter 9 represents the middle. And chapter 18 represents the end. This selection aim to provide a representative overview of how politeness strategies and translation techniques are applied throughout the novel.

When this novel was translated into English as *Beauty is a Wound*, the translator may face challenges in rendering the politeness strategies found in the source text. English, as the target language, reflect a different norms and expressions of politeness. Consequently, the translation process involved the application of various techniques to adapt the source text to the cultural and politeness norms of the target language. Techniques such as modulation, adaptation,

and omission might have been employed, which could influence how the politeness strategies and face-threatening acts are conveyed in the translation.

Translation techniques, as defined by Molina and Albir (2002), are the specific methods applied by translators in transferring meaning from one language to another. These techniques can significantly influence how politeness strategies are rendered in translation. For example, a technique such as adaptation might prioritize cultural equivalence, while literal translation may focus on preserving linguistic structures. Each choice affects the way politeness strategies are represented in the TT, potentially altering their level of face threat or cultural significance.

In line of these complexities, analyzing the politeness strategies in *Cantik Itu Luka* and its English translation offers an opportunity to examine how language, culture, and translation techniques interact. By exploring the choices made by the translator, this study seeks to understand the role of translation techniques in shaping how politeness strategies in managing FTAs, are conveyed and adapted across languages.

Several studies have discussed the related topic. The first research is a research conducted by Darta (2018) which focuses on the translation of politeness strategies, especially those related to power relations in literary works. The writer used Pramoedya's *The King, the Priest and the Witch and Cerita Calon Arang*. The study used a framework based on combinations of Face-Threatening Acts (FTAs) to analyze politeness strategies and found instances where certain strategies were omitted or altered, affecting the translation's accuracy and acceptability. The results of the study found that there was an unfaithful translation used by the translator. In addition to that, the results of his research found that there was a political strategy used, but when translated, it disappeared or was deleted, which made the translation result unfaithful. However, Darta's approach differs from this study, as it does not focus on the four politeness strategies (bald on record, positive politeness, negative politeness, and off record), nor did it analyse the degree of FTA in the translated texts, which this study intends to address.

The second study is a study conducted by Ardi *et al.* (2018) by focusing on the translation of the politeness makers given in the novel *Deception Point* by Dan Brown. The results of the study found that there were the felicity conditions of advice given by the two main characters, there were negative and positive politeness strategies in giving advice used by the main characters, and changes were found in the results caused by politeness markers which received translation techniques. Using Brown and Levinson's politeness theory, the study found that translation techniques often led to changes in illocution, politeness markers, and levels of imposition, with positive politeness strategies being dominant. While the study highlights the role of translation techniques in maintaining or altering politeness, its focus is limited to advice-giving acts, and does not explore the broader application of politeness strategies, such as bald on record, positive politeness, negative politeness, and off record, across a literary work. Further, this previous study also did not consider the degree of FTA that is implied in the data. The current study will examine both of those aspect.

The third study is conducted by Havid (2017) by focusing on the impact of translation technique used to the quality of translation. The data used for this study is book titled "*The Minangkabau Response to Dutch Colonial Rule in the Nineteen Century*" by Elizabeth and its translated version. The results shows that the most used techniques that influence the translation quality are amplification, literal translation, and modulation. Further, the quality is being deemed as good. While the study demonstrated how specific techniques influence translation quality across various criteria, it primarily focused on scientific texts and did not extend its findings to literary works or to the translation of politeness strategies.

The fourth study is being conducted by several researchers, Dessy, Mangatur, and Tri (2021). This study focuses of analyse, identify, and describe the translation technique used in translating speech acts that represent bald-on politeness strategy. This study data collected using purposive sampling method from the novel '*Rich People Problem*'. The result of this study unveils that there are 15 translation technique used, 121 utterance of directive speech-acts, also total of 14 sub of directive speech-acts that representation bald-on theory. However, the

study's focus on a single politeness strategy (Bald on Record) and directive speech acts leaves a gap in understanding how translation techniques impact the four broader politeness strategies; bald on record, positive politeness, negative politeness, and off record in a literary work. Further, also leaves gap on how the translation technique influence the degree of FTA in the Target text.

Other study is being conducted by Hafiz and Havid (2020). This article focus on identifying the type of politeness strategies used by the characters in the movie *Inglorious Basterd* in directive utterance and the translation technique that the translator used in making the subtitle. The study findings found that the four type of politeness strategies and 12 of 15 translation technique are found in the movie. Further, the most applied politeness strategies are bald-on record. The study emphasized the role of politeness in directive utterances and how translation techniques affect the preservation of politeness in subtitles. This study scope is limited to directive speech acts in movies and does not explore the broader impact of translation techniques on politeness utterances within a full literary work. Addressing this gap, the current research focuses on Eka Kurniawan's *Cantik Itu Luka*, analyzing how translation techniques influence the politeness utterances across all four politeness strategies along with the degree of FTA implied. This study provides a more comprehensive perspective by considering politeness strategies in their entirety within a literary context.

Based on the phenomenon and several studies reviewed, it was found that translation plays a critical role in maintaining the quality and cultural authenticity of politeness utterances in literary works. While previous studies have explored politeness strategies and translation techniques, they often focus on isolated strategies, specific types of speech acts, or media such as movies and historical texts, leaving a gap in the comprehensive analysis of politeness strategies within a literary context. Eka Kurniawan's *Cantik Itu Luka* was chosen as the object of this study because of its rich narrative and cultural nuances, which present a diverse range of politeness utterances. The novel provides an ideal platform for analyzing and findings the four politeness strategies (bald on record, positive politeness, negative politeness, and off record) and their relationship with FTAs within a

literary work and there were no studies that used *Cantik is Luka* by Eka Kurniawan and *Beauty is a Wound* by Annie Tucker as objects of research or as novels used as data sources.

Therefore, The writer decided to use the novels to find out translation of politeness strategies, especially utterances related to politeness strategy. Thus, The writer decided to propose “The Translation Technique on the Politeness Strategies in *Cantik Itu Luka* by Eka Kurniawan.” as the title.

1.2 Research Question

Based on the background that has been given regarding the translation of politeness strategies given in speech related to power relations, The writer decided to formulate two problems that are expected to be answered in the results and discussion sections, which are classified as follows:

1. What Politeness strategies are used in the chapters 1, 9, and 18 from the novel *Cantik Itu Luka* by Eka Kurniawan and its English translation?
2. What type of translation technique are used in chapters 1, 9, and 18 to translate the novel *Cantik Itu Luka* by Eka Kurniawan?
3. How Does the Translation Technique Render the Politeness Strategies in Chapters 1, 9, and 18 of the Novel *Cantik Itu Luka* by Eka Kurniawan?

1.3 Objective of the Study

Based on the problems that have been formulated regarding the translation of politeness strategies, The writer presents objectives related to the formulation of the problem to find out whether both were achieved in the discussion sections which are classified as follows:

1. To identify the types of politeness strategies used in Chapters 1, 9, and 18 of the novel *Cantik Itu Luka* by Eka Kurniawan and its English translation.
2. To identify the types of translation techniques used to translate politeness strategy utterances in those chapters.

3. To assess how the translation techniques render the translation of politeness strategy utterances in Chapters 1, 9, and 18 of the novel *Cantik Itu Luka* by Eka Kurniawan.

1.4 Scope and Limitations of the Study

The scope and limitations of this study are determined so that the results and discussion provided in this study do not become redundant and relevant to the phenomena and problems that have been formulated. This study analyzes how politeness strategies are rendered through translation techniques in Eka Kurniawan's *Cantik Itu Luka* and its English translation *Beauty Is a Wound* by Annie Tucker. The study examines how different translation techniques, based on Molina and Albir (2002), are used to render four types of politeness strategies; bald on record, negative politeness, positive politeness, and off-record strategies. To provide contextual depth in the discussion, the degree of face-threatening acts (FTAs) which includes power (P), distance (D), and ranking of imposition (R) is considered in selected cases. These variables are not applied systematically to the entire dataset but are used to help explain why certain politeness strategies might be chosen by the characters and how those choices are reflected or adjusted in translation. Further the utterances analysed is focuses only on chapters 1, 9 and 18 of the novel, which represent the beginning, middle, and the end of the novel. These correspond to critical structural point of the novel, offering insight on how politeness strategies evolved throughout the story.

Because the study is limited to the analysis of three chapters from the novel out of 18 chapters, They do not encompass the full range of politeness strategies present throughout the entire novel. Therefore, the findings of this study may not fully represent how politeness strategies are translated in other part of the novel. Another limitation is that the study specifically analysed how translation technique influence the rendering of politeness utterances, but it does not assess the overall quality of the translation itself.

1.5 Significance of the Study

This study is hoped to provide significance to parties related or not directly related to this study. The significance of the study is classified into two categories: practical significance and theoretical significance.

1. Practical Significance

It is hoped that this study can provide significant results for future research to make this study a reference, so that it can provide more critical results and discussion. It is also hoped that this study can give significant meaning to the readers to be able to implement politeness strategies in communicating and be able to identify these strategies when communicating in daily conversations.

2. Theoretical Significance

It is hoped that this study can give significant contribution to English Department students to be able to learn and use politeness strategies in the communication of two different language, namely English and Indonesian language. By examining the relationship between specific translation techniques and the politeness utterances, this study bridges the gap between translation methods and their pragmatic outcomes, offering a theoretical framework for evaluating translation accuracy. It is also hoped that this study can be used by English lecturers as the example of how the translation technique used could influence the translation of politeness utterances.