

## **CHAPTER I**

### **INTRODUCTION**

This chapter comprises six sections. They are research background, research questions, research objectives, scope of the research, significances of the research, and definition of key terms.

#### **A. Research Background**

The existence of translators in the current era of globalization is very necessary, but being a translator is not that easy. To avoid misunderstanding from the readers, Translators must be able to consider several aspects in transferring any kind of text from one language as source language into another language as target language. Some of these aspects include meaning, translation techniques, as well as the language culture of target language. Word choice is also the vital thing that must be considered by translators to avoid the ambiguity of texts. This is in line with the statement from Fadly (2013) who argued that word choice is also included as the thing that must be considered in translating activities so that readers do not find the ambiguity of translated text. From translation activity, we are able to understand the idea or meaning of texts from source language. As defined by Newmark in Rasyid (2017: 15), translation refers to the process of rendering the meaning of texts from one language to another, just as the message intended by the author. Rasyid (2017) also noted that translation is an activity of transferring a text from one language into another; including meanings, thoughts, and ideas.

In this era of technological and scientific progress, English is chosen as a global language which also becomes the most-used language in several aspects of life. It is not only used in the field of education and work, but also in entertainment. English does contribute in providing a great impact on the field of entertainment which is internationally based, including digital comics. This statement is supported by Rao (2019: 75) who stated that English has an important role in the promotion of entertainment programs like TV shows, movies, cartoons, comics, and the music industry. From the use of English as the language in

internationally-based digital comics, they will be able to get a lot of readers from all over the world. However, it cannot be denied that there are still some readers who are not proficient in English language. By the existence of that case, translators are needed to translate those English texts into their mother tongues. Thus, translation activity also contributes for helping people who have obstacles in understanding English dialogue texts of a comic. Translators and their translation products could also help comic artists to expand the reach of readers from all over the world without being hindered by one language.

It should be noted that each language has its own characteristics because of the cultural influences that exist in its country or region. This statement is supported by Hatmiati and Husin (2018: 41); they stated that every language has characteristics that are different from one another. The peculiarities of this language can occur because it is influenced by the culture from which the language originates. Translators also have to be able to draw the mandate or implicit message of the source language then send it back into target language with a suitable translation procedure. In the other words, translators do not only consider the meaning of a word but also the language system, culture, implicit message and translation techniques. Translation techniques are significant in the process of translation to get proper outcome of translation, especially in translating comic.

Comic is one of the entertainment media, there are dialogue texts and eye-catching pictures in it. Comic has its own characteristics, Rasyid (2017: 3) concluded that there are five main elements of comics: 1) Comic is included in narrative text; 2) Comic contains images; 3) Comic is pictorial; 4) Comic is formed by static expositions; 5) Comic has non-pictorial symbols. In today's era, comic is not only in the form of book, but also digital. One of the comic platforms that utilize digital technology is Line Webtoon. It is an online platform which provides digital comics with different genres. Line Webtoon is originally from South Korea which is also included in internationally-based digital comic platform. Therefore, it has many readers or users who come from various countries. Hence, one comic can be made into multiple languages to reach more

readers globally. The higher the number of readers means the higher the number of rates. It will give amazingly good impact and impression for the comic artist.

In general, dialogue text is a common feature of comics. Dialogue can be interpreted as conversation between two characters. This dialogue or conversation includes speech event that also contains speech act. While, speech acts can be categorized as illocutionary acts. According to Rasyid (2017: 5), illocutionary act has an essential role in the function of utterance. We can find the intended meaning of a character through the situation context as well as the cultural context. Illocutionary speech act can be divided into five kinds of classification, assertive is one of them (Searle in Vanderveken and Kubo, 2001). Assertive illocutionary act has several functions to explain the truth of the proposition expressed, namely: saying/stating, explaining, informing, asking, convincing, justifying, doubting (Searle in Leech, 1993).

Comic artists always try to make their comics memorable and become popular. They try to make interesting storylines with dialogues that sometimes contain humor, moral values, and implied messages. With some good expectations from comic artists who have a global target audience, translators have a big responsibility to translate dialogue texts from the comic in order to have the contents are still conveyed properly to the readers. One of the popular webtoon comic that has been officially translated is “Siren’s Lament”. It is an English comic that has been translated into Indonesian.

In translating the dialogue texts of comic, translators must consider and adopt appropriate translation techniques because comic contains its own style of language. However, the style of comic language depends on the author’s style (Rasyid, 2017). Besides that, comic has also limited space which means that the translated dialogue texts must be distributed properly according to the balloon size in the panel of comic. Translators are also required to pay extra attention to the utterances they translate. Specifically, the translators must not translate the assertive utterances arbitrarily in order to keep the intended thoughts or actual ideas of the speakers or the characters in the comics.

Translators must be proficient in choosing the appropriate translation techniques in order to have proper outcome of translation. It will determine the quality of the translation product. There is a statement from Newmark (1988); translation techniques must be acquired well by translators to transfer the text smoothly. Thus, studying and understanding translation techniques are important because according to Newmark (1988: 19), the theory of translation aims to provide us comprehension about the relationship between meaning, thought, and language; the universals and culture of language, the individual aspects and behavior of language, and interpretation of the text that is clarified and supplemented through translation strategies/techniques.

Due to the urgency of understanding the translation techniques and translation quality applied by translator in translating the assertive utterances in a comic, the researcher is interested to take a research under the title "*Translation Techniques and Translation Quality of Assertive Illocutionary Acts by Lyra in Siren's Lament Comic*". The researcher would like to identify the assertive illocutionary acts uttered by the main character of Siren's Lament comic named Lyra. After that, the researcher will scrutinize the techniques of translation used by translator in translating the assertive utterances by Lyra along with its quality of translation product from English as the source language into Indonesian as the target language. In this research, the researcher uses the theory of translation techniques suggested by Molina and Albir (2002) because according to Ardi (2012: 323), the classification of translation techniques proposed by Molina and Albir (2002) is more complete and detailed.

There are several previous studies conducted by researchers to find out in more depth the types of translation techniques used by translators in translating the text from source language into target language. The type of this research is usually in the form of analysis, such as a research conducted by Pradha (2017) entitled "*The Study of Translation Techniques and Quality of The Translated Text of Vaseline Advertisement*". In his study, he analyzed the translation techniques and its accuracy applied by translator in translating the text of Vaseline

advertisement. Agustino (2011) conducted an analytical study of translation techniques which for his thesis entitled *“An Analysis of Translation Techniques and Translation Quality of Flight Attendant Manual”*. In his research, he investigated techniques of translation and translation quality applied by translators in translating the texts of Flight Attendant Manual from English into Indonesian.

The gap for this research among the previous studies lies on the research objectives and research object. Firstly, this research classifies several functions of assertive illocutionary acts produced by the main character named Lyra in Siren’s Lament comic. Secondly, this research analyses the translation techniques applied by the translator in translating those assertive utterances. Thirdly, this research also analyses the Indonesian’s translation quality of the assertive illocutionary acts uttered by Lyra. There are seven functions of assertive illocutionary acts proposed by Searle in Leech (1993) which are: saying/stating, explaining, informing, asking, convincing, justifying, and doubting. Meanwhile, translation techniques have eighteen types that are also employed in this research including: Borrowing, Calque, Amplification, Compensation, Description, Adaptation, Discursive Creation, Variation, Transposition, Substitution, Established Equivalent, Generalization, Particularization, Linguistic Amplification, Linguistic Compression, Literal Translation, Modulation, Reduction (Molina and Albir, 2002). There are also three kinds of component that indicate the quality of translation product. They are accuracy, acceptability, as well as readability (Nababan et al, 2012).

The researcher has a reason for choosing assertive illocutionary acts as the data to be analyzed. This research focuses in scrutinizing translation techniques applied on the assertive illocutionary acts because this one type of illocutionary acts is considered important to be studied in-depth in order to understand thoroughly the act intended by the speakers (Suyono and Widiastuti, 2021). Thus, the assertive illocutionary acts is closely related to the actual ideas, thoughts, opinions of the speakers. Therefore, it must be translated carefully to keep the actual intention, information or intended message expressed by the speakers.

There are also two reasons researcher chooses the “Siren’s Lament” comic season 1 as a research object. First, Line Webtoon is a digital comic platform that has around 60 million worldwide active users and Siren’s Lament is one of webtoon comics that has high rating and likes with a total of 7.7 million likes and a rate of 9.62. It means that the translator of “Siren’s Lament” comic has a big responsibility in producing the translated product because he/she must be able to convey appropriately the intended message of the comic artists and avoid misunderstanding to those millions of readers. Moreover, being the translators of comic is not that easy since there are many comic aspects that should be understood by them. (Rasyid, 2017: 4).

Second, Lyra as the main character of this comic has some utterances that classified into assertive illocutionary acts which might also be translated differently using different translation techniques. As mentioned before that this kind of utterances should be translated through careful consideration in order to keep the actual thoughts or ideas of the character and avoid the awkwardness from readers. Here, the message transfer ability in translating a text is imperative due to the translation technique that is chosen by the translator also determines the quality of translation product (Agustino, 2011: 2). Here are the examples of assertive utterances from Lyra as well as its type that were translated from English into Indonesian. The researcher also includes the analysis of translation techniques for each example:

**Example 1: Assertive speech act which functions as “asking”.**

The context of Lyra’s utterance: Lyra is asking the certainty of her friend’s opinion about her nail polish color.

*Source Language (English)* : “**You think?**”

*Target Language (Indonesian)* : “**Menurutmu begitu?**”

The text in example 1 applies assertive speech act which function as asking. The context of Lyra’s utterance is asking to confirm the opinion of her friend named Shon who said that her nail polish looks good. This utterance was translated using Modulation because “You think” was translated to “Menurutmu

begitu?” instead of “Kamu pikir”. The modulation technique is also identified by a shift in meaning to suit the context of the situation and it is applied to avoid the awkward or unsuitable translated text.

**Example 2: Assertive speech act which functions as “doubting”.**

The context of Lyra’s utterance: Lyra doubts about her nail polish color.

*Source Language (English)* : “I feel like **it** doesn’t suit me at all.”

*Target Language (Indonesian)* : “Aku merasa **warna ini** sama sekali tak cocok untukku.”

The text in example 2 applies assertive speech act which function as doubting. The context of Lyra’s utterance doubts Shon’s opinion who said that her nail polish looks good. Meanwhile, Lyra feels that the color of her nail polish doesn’t suit her at all. This utterance was translated using “Amplification”. It is identified by the addition “Warna ini” to make it clear that “it” refers to the “color” of Lyra’s nail polish.

**B. Research Questions**

From the problem above, the researcher formulates some research questions as follow:

1. What are the functions of assertive illocutionary acts produced by the main character named Lyra on webtoon comic entitled Siren’s Lament?
2. What kinds of translation techniques applied by the translator in translating assertive acts uttered by Lyra on webtoon comic entitled Siren’s Lament?
3. How do translation techniques of Lyra’s assertive utterances influence the quality of Indonesian translation?

**C. Research Objectives**

The research questions above lead to the following research objectives:

1. To analyze and classify the functions of assertive illocutionary acts produced by the main character named Lyra on webtoon comic entitled Siren’s Lament.

2. To scrutinize and investigate the types of translation techniques used by the translator in translating the assertive utterances by Lyra on webtoon comic entitled *Siren's Lament*.
3. To find out the Indonesian translation's quality of Lyra's assertive utterances that had been translated by the translator of *Siren's Lament*.

#### **D. Scope of the Research**

This research concerns the investigation on assertive illocutionary acts and analysis on translation techniques employed by translator in translating those assertive acts uttered by Lyra in *Siren's Lament* comic. Besides, the researcher also analyzes the quality of Indonesian translation product. The researcher relies on several functions of assertive illocutionary acts proposed by Searle (1993) plus the types of translation techniques offered by Molina and Albir (2002) to analyze translation techniques used by the translator of *Siren's Lament*. Meanwhile, to analyze the quality of translated product, the researcher relies on three indicators of translation quality, namely: accuracy, acceptability, readability (Nababan et al, 2012). This research data is taken from webtoon comic entitled *Siren's Lament* season 1, specifically the assertive utterances uttered by Lyra when talking to Shon. It takes the Lyra's utterances from episodes 01 to 84 because of the adequacy of data.

#### **E. Significances of the Research**

The findings of this research are supposed to be valuable for both the practical and theoretical fields. Theoretically, the goal of this research is to provide readers with a comprehensive overview concerning various functions of assertive illocutionary acts, techniques of translation along with translation quality found in webtoon comic entitled *Siren's Lament*. For the educational field, this research can also be used as a reference for the students of English departments who take linguistics or translation subjects. Students and EFL Pre-service teachers can utilize this research as a medium for them to have an extensive knowledge of linguistics and translation. To be more specific, the result of this research is expected to provide theoretical insight whether for readers or the English



department students regarding translation techniques used in translating comic dialogue texts which contain assertive illocutionary acts into Indonesian translation along with its quality includes accuracy, acceptability, and readability.

Practically, the result of this research is expected to give more understanding to the comic translators, so that they can give extra consideration during the process of translating the dialogue text since it also affects the quality of Indonesia translation of Siren's Lament comic. With a good quality of translated text, the readers will peacefully enjoy the storyline and be able to understand the implied meaning contained in every story. In addition, qualified translation will also enrich the readers' knowledge in the scope of translation ability. For lecturer, the result of this research is expected to give more information about translation techniques, translation quality, as well as the application of English and its linguistic aspect in comic dialogue text. The lecturer and EFL Pre-service teachers can also use this research as additional medium or reference to teach English especially in linguistics and translation subjects.

#### **F. Definition of Key Terms**

To avoid the misunderstanding from the readers about the technical terms used in this research, some of those terms are need to be clarified:

1. The concept of translation is generally defined as the act of transferring a text from one language as usually known as source language into one or more languages as usually known as target language. It is done with extra consideration of some aspects, including: ideas, thoughts, language culture, and translation techniques.
2. Assertive Illocutionary Act is one of the categories of illocutionary speech act. It aims to describe the truth or facts of the proposition expressed by the speaker. This speech act contains the actual thoughts, opinions, ideas of the speakers. Assertive Illocutionary Act has several functions, including: saying/stating, explaining, informing, asking, convincing, justifying, doubting.

3. Translation technique is generally known as the procedure used by translator during the process of translation in order to produce qualified translation product. There are common eighteen translation techniques, which are: Borrowing, Calques, Amplification, Compensation, Description, Adaptation, Discursive Creation, Variation, Transposition, Substitution, Established Equivalent, Generalization, Particularization, Linguistic Amplification, Linguistic Compression, Literal Translation, Modulation, Reduction.
4. Translation quality can be defined as the parameter of how good and qualified the result or product of translation based on some aspects that must be concerned by translators, Those aspects include: first is accuracy, second is acceptability, and third is readability.