

CHAPTER II

LITERATURE REVIEW

Three sections are presented in this chapter, namely: review of related literature, previous studies, and theoretical framework. The review of related literature presents the theory related to this research which aims to clear up the concept of this research. The review of related studies discusses several previous studies which are interrelated to this research. Meanwhile, the theoretical framework breaks down the theories with this research to answer research questions.

A. Techniques of Translation

Newmark (1988: 5) remarked that translation refers to the activity of rendering the meaning of texts from one language into another language in the way that the writer intended the text. According to Brislin (1976: 1), Translation is a common form which indicates to the transfer of ideas and thoughts from one language as known as source language into another language as known as target language both in written form and oral form. It draws a conclusion that translation is an activity of transferring a text or message including meaning, ideas, thoughts, utterance which involves first language called source language and second language called target language. It is done by the judgment of language structure and culture with various purposes and target readers. There are several aspects that must be recognized in translation activities, one of them is translation technique.

Translation technique has different terms which has also been a confusing concept of translation studies, these terms are: translation strategy and translation method. Strategy and method are considered different from techniques. Molina and Albir (2002) asserted that translation strategy is the procedures employed by a translator to overcome some troubles found during the process of translating a text and it has no effect on the final translation outcome. In contrast, translation method affects the translation product. Hereinafter, Munday (2016) pointed out that translation strategy is merely the overall orientation of translation product.

While, translation method refers to how the process of translation is carried out in relation to the objective of translator. Translation method also affects the techniques of translation.

From the statements above, it can be seen that translation method is different from translation techniques. Nababan (2007) claimed that translation techniques have a function to describe translation products; besides that, it is also able to classify the types of solutions in translation. As defined by Molina and Albir (2002: 509), translation techniques means procedures for analyzing plus classifying how the works of translation equivalence. Molina and Albir (2002) also claimed that there are five basic characteristics of translation techniques, they are: translation techniques affect the micro-units of texts, translation techniques affect the outcome or the product of translation, translation techniques are classified by comparison with the original (source language), translation techniques are basically discursive and contextual, and translation techniques are also functional.

The concept presented by Molina and Albir has enlightened the concepts of translation techniques that were initially confusing. It is also considered as clearer one. As stated by Ardi (2012: 323), translation techniques proposed by Molina and Albir has more complete details than the classification by previous experts related to strategies, procedures, and techniques of translation. There are 18 techniques of translation proposed by Molina and Albir (2002), including:

1. Adaptation is a technique which is used to replace the cultural element of source language (SL) with the accepted or equivalent element in the culture of target language (TL) in order to make the readers more familiar with it. For an example: “7.55 *stone*” is translated into “48 *kg*”. Stone (st) is translated into kilo (kg) since in source language (SL); it is typically used as a unit for measuring human body. While in Indonesia (TL), it uses kilo (kg) to measure human body weight.
2. Amplification is a technique which is used to add detail information that is not formulated in the texts of source language. However, it does not change the intended messages of the source language but rather to help

the readers understand the implied information. The example is “*There are several Koreans coming to Indonesia.*” translated into “*Terdapat beberapa warga negara Korea datang ke Indonesia*”. The word *Koreans* is translated into *warga negara Korea* in order to clarify the intended message without affecting its meaning.

3. Reduction is a technique which suppresses the information of source language (SL). This technique compresses the information contained in the source language (SL) into target language (TL). Reduction is the opposite of Amplification. The example is “*He is stuck in traffic jam.*” translated into “*Dia terjebak macet.*”
4. Borrowing is a technique which takes directly a phrase or a word from source text. There are two types of borrowing technique, including: pure borrowing and naturalized borrowing. Naturalized borrowing uses phonetic and morphological adjustment to the target language system. The example for pure borrowing is “*Durian*” translated into “*Durian*”. The example for naturalized borrowing is “*Calculator*” translated into “*Kalkulator*”.
5. Calque is a technique which includes literal translation of a word or phrase from source language (SL) into target language (TL). This technique can be applied at the level of structural or lexical. The example is “*Positive Energy*” translated into “*Energi Positif*”.
6. Compensation is a translation technique which introduces elements of information and the stylistic influence of source language into the target language text since the language aspect or pattern of target text cannot be equated with the source text. The purpose of this technique is also to make the translated texts sound more polite, impressive, and acceptable. The example if a daughter greets her mother, she is used to greeting her mother using her real name, e.g., “*Good night, Maria.*” However, that utterance is considered as impolite in Indonesia. As a result, that utterance is translated as “*Selamat malam, Ibu.*” to make it more polite and acceptable instead of “*Selamat malam, Maria.*”

7. Description is a technique which replaces utterance or term with the description of its form and function. The example is *"I like Kimchi."* translated into *"Saya suka Kimchi, sayuran yang telah difermentasi dengan menggunakan bumbu khas Korea."*
8. Discursive Creation is a technique which displays temporary equivalents that are unexpected or out of context. This technique is usually found in the book titles or movie titles. The example is *"Shinbi's House: The Mystery of the Marionette Ghost"* translated into *"Shinbi's House: Kisah Penari Balet."*
9. Established Equivalent is a technique which uses the equivalent terms or familiar expressions (based on dictionary or everyday usage). This technique is a bit similar to literal translation. The example is *"Senior High School"* translated into *"Sekolah Menengah Atas."*
10. Literal translation is a technique which translates text or utterance by translating word for word. The example is *"Close the door!"* translated into *"Tutup pintu itu!"*
11. Generalization is a technique which uses the general or neutral terms. The example is *"Penthouse or Mansion"* translated into *"Tempat tinggal."*
12. Particularization is a technique as opposed to generalization technique. This technique uses more concrete and specific terms. The example is *"Rice"* in English can be translated into *"Beras/padi/nasi"*. It depends on the context of target language (TL).
13. Linguistic Amplification is a technique which adds the elements of linguistic into the target text. This technique is often used for dubbing and subtitling. The example is *Pardon me?* translated into *"Bisakah kau mengulang kata-katamu?"*
14. Linguistic Compression is technique of synthesizing linguistic elements into target language texts because it has been understood. It is similar to linguistic amplification technique, this technique is often used for

subtitling or dubbing. The example is “*Are you tired?*” translated into “*Lelah?*”.

15. Modulation is a translation technique which changes the point of view, focus, or cognitive category in relation to the source language (SL) text, either at the level of lexical or the level of structural. The example is “*You are the one who made this trouble.*” translated into “*Ini masalah yang kamu buat sendiri.*” instead of “*Kamu adalah orang yang membuat masalah ini.*”
16. Substitution is a technique which replaces the element of linguistic into the element of paralinguistic (intonation or gesture). This technique is often applied to interpret the source language (SL). For the example is “*Both Koreans bow to each other*” translated into “*Kedua orang korea saling memberi salam.*”
17. Transposition is a technique which replaces the grammatical structure of source language (SL) into the grammatical structure of target language (TL) to make it more appropriate. Munday (2016: 50) noted that transposition is the replacement of one part of speech into another (for example: a noun into a verb, plural into singular) without changing its meaning. The example is “*Two beautiful girls*” translated into “*Dua wanita cantik*”. This example shows the replacement of plural into singular. Another example is “*They have no attention to this issue.*” translated into “*Mereka tidak memperhatikan isu ini.*” This example shows the replacement of noun phrase “no attention” into verb “memperhatikan”.
18. Variation is a technique of replacing linguistic and paralinguistic elements that influence the aspects of linguistic variation (including: language style, social dialect, geographical dialect, changes of textual tone). This translation technique is often applied in drama scripts and novel adaptations. The example is “*I don’t know what to do without you.*” translated into “*Gue gak tau mesti ngapain tanpa lo.*” instead of

“Saya tidak tahu harus berbuat apa tanpa Anda.” This kind of translation product is usually in the form of informal conversation.

B. Translation Quality Assessment

The product of translation must be assessed well by considering several aspects of translation quality. To determine some translation products' quality, it is also necessary to have an appropriate systematic evaluation. Translation Quality Assessment (TQA) is the procedure used to evaluate the quality of translation results. Newmark (1988: 184) claims that the quality of translation is the essential part between translation theory and its practice. Therefore, Translation Quality Assessment (TQA) is considered as the principal aspect for the product of translation. As proposed by Nababan et al (2012), there are three aspects for assessing the translation products' quality, including: first is accuracy, second is acceptability, and third is readability.

1. Accuracy

Nababan (2004: 61) notes that the main purpose of evaluating the accuracy of translation product is to discover whether the content of source language is translated accurately or not into target language. This statement stresses that the translators are required to be able to transfer accurately the message intended from source text into target text. It should also be transferred as equal as possible. Furthermore, he proposed three levels of measurement as well as its criteria to guarantee the accuracy of translation product:

The accurate criterion is given a score of 3 as the highest criteria and reflects a truly accurate translation product. This criterion consists of the meaning of phrases, words, sentences or clauses from source text are translated and conveyed accurately into target text without distortion in meaning. The less accurate criterion is given a score of 2. This criterion is given to the data pair consisting of phrases, words, clauses or sentences from source text are translated almost accurately. Hence, the data which are included in this criterion still need the improvement because there are

distortions of meaning in target text (like the ambiguity or deletion in meaning that diverts the original message intended from source text). The inaccurate criterion is given a score of 1. This criterion is given to the translation product where the meaning of phrases, clauses, words, or sentences from source text are not transferred accurately into the target text. It includes the deletion of the important information or message of source text.

2. Acceptability

The purpose of acceptability is to measure the naturalness of translation product. It means that the translation result should be appropriate with the norms or culture of target language (TL) in order to avoid the awkwardness of translated text. In accordance with the statement of Nida and Taber (1982: 12) who stated that a good translation product is one does not sound like a translation. Besides that, Nababan (2012) notes that the acceptability of translation product refers to the translation which is already equivalent with the norms and culture of target language (TL). There are three levels of assessment along with its criteria that indicate the acceptability of translation product:

The acceptable criteria are given a score of 3. This criterion reflects the translation products which sound natural; The meaning of phrases, clauses or sentences from source language (SL) are translated appropriately with the principles or norms of target language (TL); The technical terms which originally come from source text can be translated with terms that are familiar and in accordance with the standards of target language. The less acceptable criterion is given a score of 2. This criterion reflects the translation product that sounds natural but there are still grammatical errors and it has some problems with the dictions (like the technical terms which are not commonly used or unfamiliar in the target language). The unacceptable is given a score of 1. This criterion indicates the translation product that sounds unnatural; The meanings of phrases, clauses or sentences from source language (SL) are translated inappropriately with the principles or norms of target language (TL).

3. Readability

The translation product is considered as good and readable if the readers can easily read and understand the translated text. This is in line with the statement of Nababan (2003: 62) who clarifies that readability aspect embraces how the readers can read the translated text without difficulty and how easily the written translation product can be understood by them. Nababan et al (2012) proposed three levels of assessment along with its criteria to guarantee the readability of translation product:

The readable criterion is given a score of 3. It means that the product of translation can be easily understood by the target readers. Meanwhile, the less readable criteria is given a score of 2. This criterion indicates the translation product that is quite easy to understand, but the readers still need to re-read several times some certain parts to really understand the translated text. The last criterion is unreadable which is given a score of 1. This criterion consists of translation product which is difficult to understand.

C. Illocutionary Speech Acts in Pragmatic Studies

The theory of speech acts is presented for the first time by Austin (1962). A speech act is one of the essential part in pragmatic studies since it also becomes a study in the area of linguistics and the field of philosophy of language. A study of speech act aims to comprehend the context in each speech. 'The context' can explain the actual meaning of speech. With the existence of the context, the meaning contained in speech will be easier to understand by the audiences/interlocutors (Austin, 1975).

Speech act represents to the activity we do when we engage in the conversation. We actually take some actions when having a conversation with other people including asking, informing, promising, suggesting, and others. These actions of speech involve speaking activity that also consists of some specific utterances and it is usually found in human interaction. Thus, pragmatic awareness can be easily recognised when people are involved in speaking activity or involve in the actions of speech (Ifantidou, 2011: 333)

Speech act refers to the smallest unit in speech activity done by human that serves multiple functions. Speech act is separated into three levels, illocutionary act is one of them (Austin, 1962). Bach and Harnish (1979) conceptualized illocutionary acts as the expression of one's attitude when attempting to communicate. Another definition of illocutionary act is submitted by Austin in Vanderkeven and Kubo (2001), illocutionary act refers to the performative sentences/utterances delivered to highlight the meaning or intention of the speakers to their audiences. Searle (1975) comes up with five categories of illocutionary acts including: commissives, declarations, directives, expressives, and assertives.

D. Assertive Illocutionary Acts

Assertive speech is one type of Illocutionary acts that aims to state the facts of utterances expressed by the speaker. As defined by Searle in Leech (1993: 63), the purpose of assertive speech is to describe the truth or facts of the proposition expressed by the speaker. Assertive speech acts represents the truth of what the speaker was saying. Therefore, it is also called representative. Assertive speech acts contain fact, data, knowledge which truly happened or did not happen since it depends on the speaker's belief. In general, assertive speech acts contain information to be conveyed to the partner whom the speaker talks to. There are several functions contained in assertive speech acts as proposed by Searle in Leech (1993), including:

1. Saying/stating

“Saying or stating” aims to express the speaker's thoughts and feelings to his/her partner. Hence, “Saying/stating” is the realization of act through speech made by the speaker to convey his/her mind to other.

2. Explaining

“Explaining” aims to make the interlocutors know what they did not know in order to make those things become clear. Thus, speech act “Explaining” means the speaker explain about something that his/her interlocutor did not already understand.

3. Informing

“Informing” aims to tell the interlocutors about something. Speech act “Informing” means the speaker informs his/her interlocutors about the actual incident whether it is happened to the speaker or someone else.

4. Asking

“Asking” aims to obtain the information or testimony about something that has not been known by the speaker. It can be seen that speech act “Asking” done by the speaker to obtain information from his/her interlocutors.

5. Convincing

“Convincing” is the speaker’s attempt to make his/her interlocutors believe about what he/she said. The speaker tries to persuade his/her interlocutor to believe what he/she said. Usually, it is about something which is still doubted by the interlocutor. Therefore, the speaker convinces the interlocutor to believe about something which is still doubtful.

6. Justifying

“Justifying” aims to ensure that something is true and becomes a fact. “Justifying” also means admitting the fact of something. Thus, speech act “Justifying” done by the speaker to justify and reinforce opinions as well as recognize an action.

7. Doubting

“Doubting” means the speaker doubt about something which is not clear or unobvious. For the example: the speaker doubts about the promise or the ability of his/her friend. Thus, speech act “Doubting” indicates the speaker’s indecision about uncertain circumstances.

E. Comic in Translation

Comic is an entertainment media that contains storylines with different genres. In general, comic is formulated with eye-catching illustrated stories, limited panels along with dialogue bubbles. It is also considered as an entertainment media that demonstrates story, idea, information, opinion through images which are combined with text in panels and bubbles. Basically, the word “comic” is derived from English word which refers to everything which is funny or entertaining.

According to McCloud (1993: 9), comic is symbols that are presented with a panel of pictures (with side-by-side positions) in a specific order and have the purpose of conveying information as well as receiving an aesthetic response from the reader. Since comic contains narration text, so it is also included in the literature. This narration text has function as communication tool between the comic artist and the readers. The comic artists convey effectively and efficiently the information of storylines through images and text, which are also submitted through limited dialogue bubbles and limited spaces. Besides that, comic also contains dialogues or conversation texts between characters in the comic. These dialogues hold direct expression of each character in the comic. The purpose of dialogue texts is to aid readers in comprehending the plot of a comic. Dialogue is a part of speech event, while speech event is a series of speech acts. In other words, speech acts are presented through speech events (Rasyid, 2017: 30). As a result, comics and speech acts have a close association.

Comics are made for all ages, therefore their readers range from children to adults. Usually, comic artists also have target readers depending on the plot of story. If the comics are only allowed to be read by those over 17 years old, then the comic artists will provide a warning or symbol of prohibition to minors not to read the comic. According to Rasyid (2017), there are several aspects that must be understood by translators in translating comics. Firstly, translators must choose the appropriate language style depends on the comic readers. If the comic is for children, then the language usage in translating the text must be adjusted for children. While, if the comic is made for teenagers to adults, then a translator must

be able to translate the texts with the proper language style as intended by the comic artists and can be received by the readers without being awkward. Secondly, the translators should know the characteristics of the characters in the comic as well as their verbal language style. By knowing the verbal language style of the characters in the comic, the translators will be able to translate easily the text and produce translation products which feel natural. Finally, translators are not only required to transfer the message intended by the author. However, translators must be able to keep the language style of the author, the language style of the characters in the comic, and some characteristics of comic itself such as simple language and limited space.

F. Siren's Lament Comic

Siren's Lament is one of the famous webtoon comic that has high rating around 9.62 of 5 stars. It also has huge likes with a total of 7.7 million likes. Siren's Lament is created by Kaitlyn Narvaza, she is a comic artist who is better known by her internet name "Instantmiso". Instantmiso made Siren's Lament comic because of her love of the fairy tales and the sea. The genre of Siren's Lament comic has paranormal romance and comedy. The main female character of Siren's Lament is Lyra. She is a fairly optimistic, responsible, and strong-minded woman. There is something unique about this comic, namely: the contribution of music in each chapter which is able to bring the readers to enjoy the storyline more and get carried away in the atmosphere of the comic.

G. Previous Studies

Three previous studies related to this research are presented in this chapter. The first previous study is carried out by Pradha (2017). The purpose of his study is to investigate the translation techniques along with its quality (includes accuracy, acceptability and readability) applied by the translator to translate Vaseline advertisement into Indonesian. He also categorized the translation techniques into three main categories, they are: single translation technique, couplet translation technique, and triplet translation technique. Based on the result of his study, 12 translation techniques found in single translation technique, 27

combination of translation techniques discovered in couplet technique, and 7 combination of translation techniques found in triplet techniques. From 208 data, in the level of accuracy, there are: 126 data (61%) are accurate, 70 data (33,3%) are less accurate, and 12 data (5,7%) are inaccurate. While, in the level of acceptability, there are: 150 data (71,4%) are acceptable, 57 data (27,1%) are less acceptable, and 1 data (0,5%) is unacceptable. The last, in the level of readability, there are: 161 data (76,7%) are readable, 34 data (16,2%) are less readable, and 15 data (7,1%) are unreadable.

The second previous study is carried out by Rojak (2018). His study aims to find out the illocutionary acts uttered by The Joker in the film entitled *The Dark Knight*. He also analyzed the translation techniques and its quality used by translator in translating the illocutionary acts subtitle in the film *The Dark Knight* into Indonesian. Based on his analysis, he found that there are five illocutionary acts uttered by a character named The Joker. Those illocutionary acts are: 160 times (54,24%) are assertive utterances, 96 times (32,54%) are directive utterances, 30 times (10,17%) are commissive utterances, 8 times (2,71%) are expressive utterances, and declaratory utterances represents (0,34%). Besides that, the result of his analysis shows that 13 translation techniques used to translate 295 data of illocutionary acts in his study. It is quiet similar to the study conducted by Pradha (2017), Rojak (2018) also categorized the translation techniques into 4 groups, which are: single techniques, couplet techniques, triplet techniques, and quadruplet techniques. From those 13 translation techniques found in his study, there are only 3 techniques of translation which are most frequently used to translate the illocutionary acts subtitle such as: 119 times are literal translations, 108 times are modulations, and 38 times are linguistic compressions. Meanwhile, regarding the quality of translation, all of those translation techniques found in his study do contribute positively to the translation quality which already covers accuracy, acceptability, and readability with the overall score of assessment is 2.90.

Next is study conducted by Agustino (2011). The objectives of his study are to find out the translation techniques applied by translator in translating the *Flight*

Attendant Manual and to find out the impact of those translation techniques toward the translation quality which covers accuracy, acceptability, and readability. His study shows that there are 9 translation techniques used by translator to translate the Flight Attendant Manual, including: amplification (1,6%), modulation (2,4%), deletion (4,7%), literal translation (6,3%), borrowing (10,3%), addition (15,1%), transposition (17,5%), reduction (13,5%), established equivalence (28,6%). Meanwhile, based on his analysis, the translation quality of the translated Flight Attendant Manual produce: less accurate, less acceptable, and less readable.

The difference between this study and those related previous studies can be found from the research objectives and research objects. The research objectives of the three related studies above are quite similar to this research, namely: finding out the translation techniques and the translation quality. However, this study is carried out to also analyze the assertive speech act which is included as one type of illocutionary acts while the rest are not. This type of speech act is considered important to be studied more deeply. It is because assertive illocutionary acts usually contain the speaker's intention, opinion, thoughts, and perception. In the other words, the exact truth, thoughts, opinion or intention of the speaker can be well known by comprehending the assertive utterance produced by him/her. Therefore, the assertive illocutionary acts cannot be translated carelessly in order to keep the intended message or proposition expressed by the speaker. This assertive speech act covers saying/stating, asking, explaining, informing, convincing, justifying, doubting. Furthermore, the research object between this study and three related studies above are totally different. This current research uses webtoon comic entitled *Siren's Lament* to gain the data. Whereas, previous research had different research objects including: subtitles/film, advertisement, the text of flight attendant manual.

H. Conceptual Framework

There are several steps that are done by researcher in conducting this research. Firstly, the researcher read a comic entitled Siren's Lament on Webtoon. The researcher focuses more on the utterances uttered by the main character named Lyra. This is done in order to select the assertive speech acts uttered by Lyra, as well as to know the translation techniques applied in that speech acts which later will be used as the data of this study. Secondly, those utterances that contain assertive speech acts are given code both in the source language (SL) and the target language (TL). Thirdly, the data are arranged systematically in the table of rating scales, afterwards it is distributed to the participants including: raters, professional readers, or target audiences. Those participants have role as judges/raters to know the quality of translation product which covers accuracy, acceptability, and readability. The detail illustration of research framework is presented in the next page.

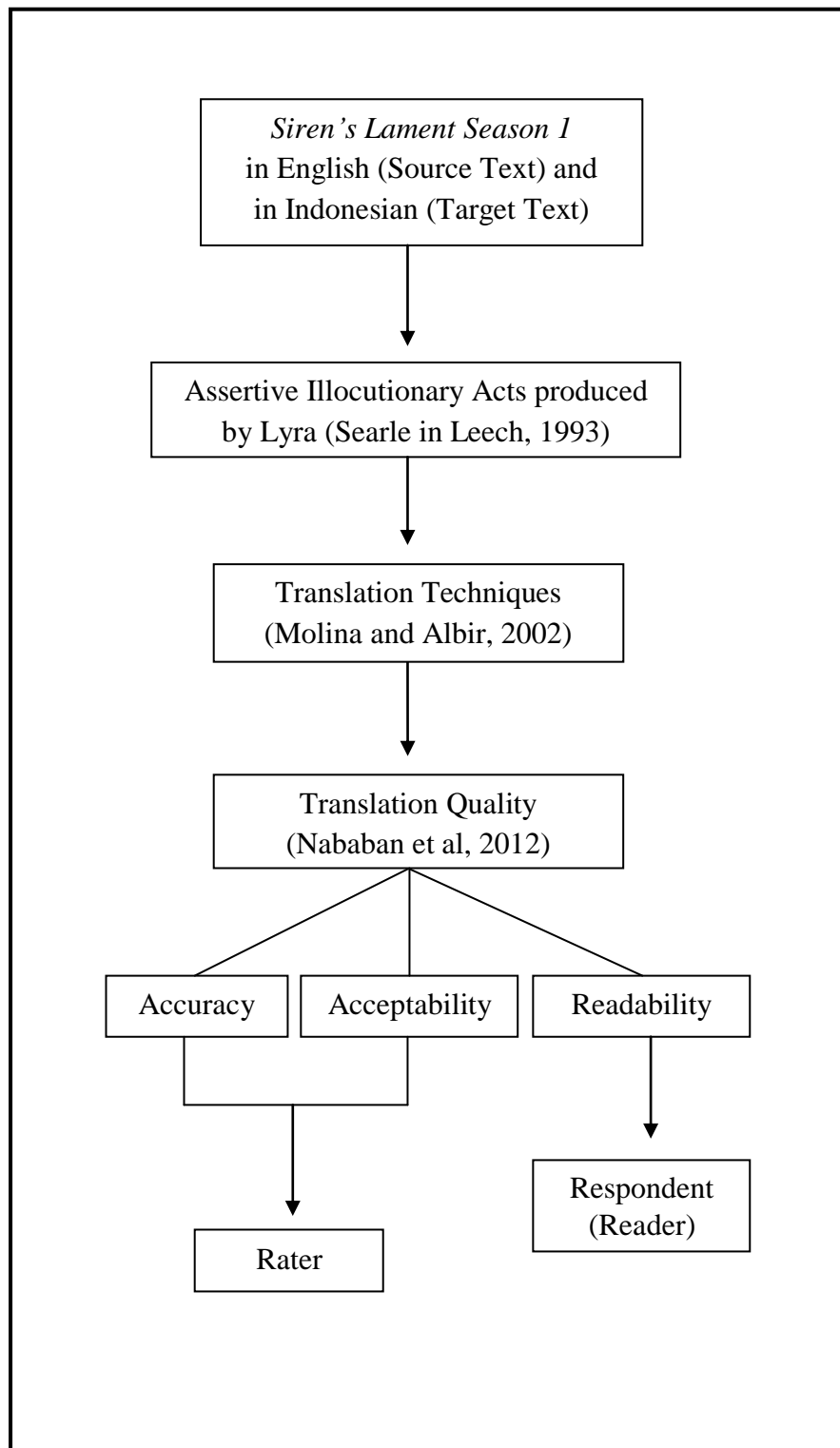


Figure 2.1. Conceptual Framework