

Translation Analysis on Directive Speech Acts Found in Youtube Video of
Vice Indonesia Entitled: *Polemik Poligami Di Indonesia: Berbagi Surga*¹

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Abstract

This research aims to identify the categories of directive speech act contained in the subtitle YouTube Video of VICE Indonesia: *Polemik Poligami di Indonesia: Berbagi Surga*; to describe the translation technique used in the video and to identify the quality of the directive speech acts translation, in terms of accuracy and acceptability. This research is done by using descriptive-qualitative approach. Two methods of data collection were employed: content analysis used to obtain data from both source and target texts and questionnaire was used to gather data of accuracy, and acceptability. The researcher has found 14 categories of directive speech in the total of 69 data found in the subtitle of the VICE Indonesia's YouTube video entitled: *Polemik Poligami di Indonesia: Berbagi Surga*. The result of translation technique analysis shows 13 translation techniques used with the mean for accuracy of 2.87 to say the accuracy and the acceptability of the translation. Of 69 translation techniques used, established equivalence and explicitation techniques are the most used techniques which bring the positive effect to the translation quality in terms of accuracy and acceptability. On the other hand, discursive creation (DC) and transposition techniques negatively affect the translation quality in terms of accuracy because discursive creation uses out-of-context word in target language while transposition translates a sentence into two or more sentences in target language which both of the techniques may lead to the misunderstanding. Deletion technique also has a negative impact to the translation quality in terms of accuracy and acceptability because it omits word(s) by not translating it to the target language.

Keywords: YouTube video, directive speech act, translation techniques, accuracy, acceptability.

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YouTube is an online video platform that can accommodate creative people to make videos for many purposes. Entertainment, education, or even making money, all can be done in YouTube. Everyone can not only access the video, but also upload the video freely on YouTube. Many users, or usually called the content creators, start to give subtitles into their videos so they can reach a bigger audience or communities around the globe. One of the mass media companies that becomes a content creator in YouTube is VICE Indonesia. They provide information and news both from within the country and from abroad through their official social media, including YouTube. One of their investigative news that can be regarded as something “brave” because of its topic, is the video entitled *Polemik Poligami di Indonesia: Berbagi Surga* which posted in YouTube. The video used Open Subtitle and was republished by VICE after a month in the same year. The video in VICE Indonesia has already reached 1.215.973 views until now. Looking at the topic that was raised by VICE Indonesia and being republished by VICE, it is very important to provide good translation so the viewers from abroad could have a clear understanding of what has actually happened.

Translators play an important role in delivering messages. In order to give the audience a better understanding of the content or message of the videos, the content creators should pay attention in providing the good quality of translation in their subtitles because they are faced with wider audiences/viewers all over the world. As Larson (1984) has said that translation is not only transferring the language but also transferring the meaning from the source language to the target language. The statement indicates that translation is not only transferring the language but also

transferring the meaning from the source language to the target language. The translator should be able to understand the meaning of the utterance or the dialogue expressed in the video in order to produce subtitles that are accurate and acceptable for the viewers.

Directive speech act is one of the subfields in pragmatics which requires the translator to deliver the message as a whole. Directives are the kinds of speech acts that influence the hearer to do what the speaker wants (Yule, 1996). It could be in form of command, order, request, and/or suggestion. It is world-to-words direction. By that means, the speaker attempts to make the world to fit the word. The translator should be able to maintain the message or the intention of the speaker without shifting of meaning, despite of the problem of the text the translator might face. Directive speech act can be used in the various speech events, one of which is in the interview.

To resolve the problem in translating directive speech acts, Jucker & Taavitsainen (2008) have categorized directive speech act into 20 categories, namely: advising, admonishing, asking, begging, challenging, daring, demanding, dismissing, excusing, forbidding, instructing, inviting, ordering, permitting, recommending, requesting, requiring, suggesting, urging, and warning. Moreover, to resolve the technique in translating the text, several techniques can be used in translating a single directive speech act utterance. Molina & Albir (Albir, 2002) have proposed 18 techniques which can help a translator to translate a text. The translator may use several techniques to translate one directive speech act.

Translating directive speech act can be challenging for the translator. A translator should be able to transfer the complete meaning from the source language into target language. So, the translator should give more consideration about the word choice and the illocutionary force of the utterance. In deciding the illocutionary force or function, there should be a sign, like the word

choice of the speaker. The translator should be able to maintain the message or the intention of the speaker without shifting of meaning, despite of the problem of the text the translator might face.

Translation quality assessment in translation product is required to be done. Newmark (1988:185) has stated that translation criticism is an important component in translation. Translation quality assessment can give the idea whether a translation product is qualified or not. Therefore, the purposes of this research are to find the categories of directive speech act in the subtitle of YouTube video of VICE Indonesia: *Polemik Poligami di Indonesia: Berbagi Surga*, to describe the translation technique used by the translator to translate the dialogue, and to identify the impact of the application of translation techniques to the quality of translation in terms of accuracy and acceptability.

Method

The method applied in this research is a descriptive-qualitative. The purposes of this research are to examine the quality of literary work, its phenomenon, its characteristic and their relationships which appears in it. The data are collected quantitatively. Qualitative means that the data are collected by looking at their characteristics and then grouping them into the available and matching category. The sources of data are determined by applying purposive sampling technique. It means the researcher takes the data only focussing on one subject in the translation text. The linguistic data are the utterances taken from the subtitle of the VICE Indonesia's YouTube video entitled: *Polemik Poligami di Indonesia: Berbagi Surga*, and the information of translation quality from raters. The linguistic data are analysed to find out the translation data, and the translation techniques used to translate informal utterances of directive speech act in the subtitles. The raters consist of three people who assess the translation quality in terms of accuracy, and acceptability based on the translation quality assessment proposed by Nababan, Nuraeni and Sumardiono (2012). The methods used in this research are Content Analysis and Forum Group Discussion. Content analysing consist of collecting and numbering the data while the FGD takes the form of an informal discussion to discuss the reasons for the result of the scoring. The results of the FGD are used to conclude the quality of translation in terms of accuracy and acceptability. The questionnaire is used for gaining information about translation quality in terms of accuracy and acceptability from the raters.

Result

There are 69 utterances of directive speech acts found in the video. The data collected are categorized into 14 categories, namely: asking, ordering, challenging, intrusting, inviting, confirming, dismissing, requesting, urging, admonishing, advising, begging, prohibiting, and suggesting.

Table 1

Distribution of Directive Speech Acts Categories

Number	Categories of Directive Speech Act	Total
1	Asking	33 (47.83%)
2	Ordering	12 (17.39%)
3	Challenging	4 (5.80%)
4	Instructing	4 (5.80%)
5	Inviting	3 (4.35%)
6	Confirming	2 (2.90%)
7	Dismissing	2 (2.90%)
8	Requesting	2 (2.90%)
9	Urging	2 (2.90%)
10	Admonishing	1 (1.45%)
11	Advising	1 (1.45%)
12	Begging	1 (1.45%)
13	Prohibiting	1 (1.45%)
14	Suggesting	1 (1.45%)
<i>Total</i>		69 (100%)

A total of 69 data found in the subtitle of the VICE Indonesia's YouTube video entitled: *Polemik Poligami di Indonesia: Berbagi Surga*, namely: asking 33 data, ordering 12 data, challenging 4 data, instructing 4 data, inviting 3 data, confirming 2 data, dismissing 2 data, requesting 2 data, urging 2 data, admonishing 1 datum, advising 1 datum, begging 1 datum, prohibiting 1 datum, and suggesting 1 datum.

The most frequent categories for directive speech act which appears in the video are asking, ordering, challenging, and instructing. "Asking" is categorized as a directive speech act because it demands the hearer to give an answer, or a piece of information, to the speaker.

Table 2

The Example of the Asking Category in Directive Speech Act Taken from The Subtitle of the Video.

Time	Source Language	Target Language
00:05:34 -	Yang seperti apa, adil? Dan siapa yang bisa	Can you define fair? And how
00:05:38	menilai bahwa hal tersebut adil atau tidak?	do you measure it?

The datum above shows an interrogative sentence, which is characterized as an "Asking" utterance. In the video, the reporter demands an answer or information from the polygamist about "fair". The illocutionary force in this utterance becomes a sign for an "Asking" category.

Time	Source Language	Target Language
00:03:52 - 00:03:53	Azmah, salam dulu sama tante.	Azmah, say hi to auntie.

Table 3. *The Example of the Ordering Category in Directive Speech Act Taken from The Subtitle of the Video.*

The datum above shows an utterance which was said by a father to his daughter. The father wanted his daughter to greet the reporter politely since the daughter is younger than the reporter and it is considered as an impolite thing if she does not do it. It is considered as an "Ordering" category because the utterance must be obeyed by the hearer since the hearer is inferior.

Time	Source Language	Target Language
00:04:18 - 00:04:20	Yang "jajan" banyak, ngga?	Do you see a lot of men sleeping around?

Table 4. *The Example of the Challenging Category in Directive Speech Act Taken from The Subtitle of the Video.*

The datum above shows an utterance said by the polygamist husband to the reporter. The sentence has an interrogative form. Despite the form of the sentence, the context of the utterance is to confront the reporter so the reporter gave the answer or the reaction he wanted. The illocutionary force in this utterance makes it included as a "Challenging" category.

Time	Source Language	Target Language
00:01:26 - 00:01:29	Motivasi bisa, "saya penasaran" atau "saya pengen nambah"	Please state your motivation for coming here. It could be "I'm curious" or "I'm searching"

Table 5. *The Example of the Instructing Category in Directive Speech Act Taken from The Subtitle of the Video.*

The datum above shows the utterance said by the MC of the polygamy seminar. The MC instructed the audience to tell their motivation by providing the example of motivation which

might become a reason of doing polygamy or coming to the event. The illocutionary force in this utterance becomes a sign that it includes as an “Instructing” category.

In deciding which technique used to translate the utterance, the translator should consider the subtitle characteristics so the subtitle will be acceptable. By looking at the subtitle characteristics, the translator has to pay attention to the rules and restrictions specified in making a subtitle. Subtitling translation has a time and place limit and it has an effect on instantaneity, so the translator cannot make too long sentences in target language. Another rule that the translator should pay attention to is colloquial of the translation because the video is based on the real-life story.

By applying the theories of translation techniques proposed by Molina and Albir (2002), the results of translation technique analysis show there are 13 translation techniques used and a total of 187 times applied by the translator in translating the directive speech acts. When deciding which technique, the translator should pay attention to the context of the text so the translation will be acceptable to the target language. The most frequent technique used when dealing with directive speech acts is established equivalent.

No.	Translation Techniques	Number of Data	Percentage
1	Established Equivalence	84	44.68%
2	Explicitation	29	15.43%
3	Implication	24	12.77%
4	Paraphrase	22	11.7%
5	Modulation	12	6.38%
6	Compensation	4	2.13%
7	Deletion	4	2.13%

8	Discursive Creation	3	1.6%
9	Transposition	2	1.06%
10	Adaptation	1	0.53%
11	Addition	1	0.53%
12	Generalization	1	0.53%
13	Pure borrowing	1	0.53%
TOTAL		188	100%

Table 6. *Distribution and Number of Translation Techniques Used in The Subtitle*

The result of translation technique analysis shows 13 translation techniques used and a total of 188 times the techniques were applied by the translator in translating the directive speech acts: established equivalence 84 times, explicitation 29 times, implicitation 24 times, paraphrase 22 times, modulation 11 times, compensation 4 times, deletion 4 times, discursive creation 3 times, transposition 2 times, adaptation 1 time, addition 1 time, generalization 1 time, and pure borrowing 1 time.

Furthermore, it is necessary to assess the translation quality in order to find out the impact of translation techniques on translation quality. The quality of translation is depending on the choice of the techniques. Some of the techniques used give a positive impact to the accuracy and acceptability, while some other techniques used also give a negative impact. The quality of translation in terms of accuracy is focused on the delivered meaning while the acceptability is focused on the naturalness of the word in target language. The following table shows clear information of the number of data in each category of accuracy:

Translation Quality	Total of Data	Percentage
Accurate	61	88.41%

Less Accurate	1	1.45%
In-accurate	7	10.14%
TOTAL	69	100%

Table 7. *The Analysis Result of Translation Quality in Terms of Accuracy of the Subtitle of the YouTube Video*

The quality of the translation in this video is fairly high. The mean of accuracy for this video subtitle translation is 2,87. By looking at the number, the subtitle is almost considered as an accurate translation. As for the less accurate and in-accurate quality, they are translated using transposition, discursive creation and deletion.

The result of the acceptability is not much different from the accuracy. The following table shows clear information about the number of data in each category of acceptability:

Translation Quality	Total of Data	Percentage
Acceptable	65	94.2%
Unacceptable	4	5.8%
TOTAL	69	100%

Table 8. *The Analysis Result of Translation Quality in Terms of Acceptability of the Subtitle of the YouTube Video*

The quality of the translation in this video is fairly high. The mean of accuracy for this video subtitle translation is 2.93. By looking at the number, the subtitle is almost considered as an acceptable translation. As for the unacceptable quality, they are translated using discursive creation and deletion.

Established equivalence and explicitation techniques are the most frequently used techniques which bring the positive effect to the translation quality in terms of accuracy. Both of

the techniques translate the text by explaining and/or elaborating so the meaning become clearer and can minimize the misunderstanding. Both of the techniques also bring a positive impact to the quality in terms of acceptability because it translates by using words that are familiar in target language.

Time	Source Language	Target Language
00:03:58 - 00:04:00	Azmah, yang ini? / Ikhlas.	Azmah, and this one? / Ikhlas.

Table 9. *The Example of the Application of Established Equivalence Technique in Directive Speech Act Taken from The Subtitle of the Video.*

The translator decided to translate “yang ini” into “this one”. “Yang ini” means someone pointing at someone or something, and it is an everyday phrase which can be found in real informal life situation. The translator's decision indicates that the sentence is used in a daily conversation in both of the languages. It maintains its quality in terms of accuracy and acceptability because the words used are familiar in the target language and the speaker’s intention is successfully delivered.

Time	Source Language	Target Language
00:10:16 - 00:10:17	Masuk, di tengah ya.	Kids in the middle seat.

Table 10. *The Example of the Application of Explicitation Technique in Directive Speech Act Taken from The Subtitle of the Video.*

The translator used explicitation technique because it can be seen from the addition of words to clarify the context. The translator adds “are going to” before “begin”. This can be an emphasis on the context of the situation, so the message can be precisely delivered to the target

language. The decision to make the sentence clearer brings the positive impact to the translation quality in terms of accuracy and acceptability.

The application of transposition technique, especially rank shift, can lead to a misunderstanding. The reason is, it is a technique which can translate one sentence into two or more sentences. When the translator decides to use transposition technique, the accuracy of the translation product can be affected since it might lead to the ambiguities toward the meaning while the acceptability is not affected.

Time	Source Language	Target Language
00:02:09 - 00:02:12	<i>Makanya kita lawan dengan adanya poligami, untuk memperbanyak umat-umat islam.</i>	<i>That's why we're fighting this with polygamy.</i>
		We want the Muslim population to grow.

Table 11. *The Example of the Application of Transposition Technique in Directive Speech Act Taken from The Subtitle of the Video*

The datum above shows that the utterance is divided into two parts. This can be a sign of the transposition technique. The translator uses transposition technique because the sentence, as a whole in target language, would not fit in one frame. If the translator decides to translate all of the sentences as a whole utterance while the subtitle is divided into two parts, it will potentially affect the accuracy.

The discursive creation and deletion also give a negative impact to the accuracy and acceptability. The discursive creation technique establishes a contemporary equivalence which out of context that can lead to changes in the acceptability of a sentence. Meanwhile the application of deletion technique can clearly affect the quality of translation both in terms of

accuracy and acceptability, because the message which should be delivered to the target language, disappears.

Time	Source Language	Target Language
00:04:18 - 00:04:20	Yang " <i>jajan</i> " banyak, ngga?	Do you see <i>a lot of men sleeping around</i> ?

Table 12. *The Example of the Application of Discursive Creation Technique in Directive Speech Act Taken from The Subtitle of the Video*

The utterance above shows how the translator translates “jajan” as “a lot of men sleeping around”. “Jajan” and “sleeping around” have a slight difference in meaning. Even though the difference is small, the context also changed. “Jajan” in this context means by going to prostitution place while “Sleeping around” has a meaning “to have sex with a lot of different people without having a close or long relationship with any of them”. The definition of “sleeping around” indicates that the man does not always have to pay people who have sex with them. This is a sign that the translator uses discursive creation to make the audience more interested to the video.

Time	Source Language	Target Language
00:03:50 - 00:03:51	Apa kabar / Baik, ya <i>silahkan duduk.</i>	How are you? / I'm good, thank you. ---

Table 13. *The Example of the Application of Deletion Technique in Directive Speech Act Taken from The Subtitle of the Video*

The translator decides to not translate the sentences marked in bold and italics. This case can highly affect the quality of the text. The audience will potentially lose understanding and context because they do not know the meaning of what they hear or watch.

Conclusion

Based on the finding above, it can be concluded that a total of data collected from the video are 69 data. The data are categorized into 14 different categories of directive speech act, such as: asking, ordering, challenging, instructing, inviting, confirming, dismissing, requesting, urging, admonishing, advising, begging, prohibiting, and suggesting. Among of the 14 categories of directive speech acts found in the video, the most frequent category is Asking with total of 33 data (47.83%) while the least categories are Admonishing, Advising, Begging, Prohibiting, and Suggesting with a total of 1 data for each (1.45%). In translating the directive speech acts on the video, the translator used 13 techniques proposed by Molina & Albir (2002): established equivalence, explicitation, implicitation, paraphrase, modulation, compensation, deletion, discursive creation, transposition, adaptation, addition, generalization, and pure borrowing. The most frequent technique applied to translate directive speech acts in the video is Established Equivalent with total of 84 times used (44.92%) while the least used techniques are adaptation, addition, generalization, and pure borrowing with a total of 1 data for each (0.53%). The mean of accuracy for this video subtitle translation is 2,87. As for the less accurate and inaccurate categories, they are translated using transposition, discursive creation and deletion techniques. Those techniques negatively affect the translation quality because the transposition technique, especially rank shift, is a technique which can translate one sentence into two or more sentence which may lead to misunderstanding; discursive creation is also giving a negative impact to the accuracy because it is establishing a contemporary equivalence which out of context, so the accuracy is highly affected while the acceptability is still fine; and deletion technique is a technique that eliminates words, phrases or sentences by not translating them into the target

language. Moreover, the mean of acceptability for this video subtitle translation is 2.93, and for the unacceptable translation, they are translated by using deletion technique.

The result of this research is expected to be beneficial for the students to learn and give another idea and enlightenment on knowing the ways to translate utterance, especially directive speech act. Not only for the student but also for the translator, and other researcher. This research is also expected to provide new ideas and recommendations on how to translate categories of directive speech act so that the translation would be accurate, acceptable, and readable. Also, this study is expected to be used as a reference for other researchers in conducting research about translating directive speech act, or research which have similar types. With the development of technology and information, other researcher may use not only in the video subtitle but also in other media to enrich the knowledge about translating an informal utterance of directive speech act, especially from Indonesian to English.

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