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An Analysis of Politeness Strategy in Command Expressions Delivered by Black and White People on *The Help* Novel (A Pragmatics Approach)

Haniek Qoyyima¹

Abstract — The research is conducted to describe the politeness strategies employed by the Black and White people and to identify the reason and factors influencing the characters in delivering a command on *The Help* novel. The research uses Pragmatics as an approach which concerns on the command expressions. The finding shows that Bald on Record, Negative Politeness, and Off Record are used by the characters to deliver the command. Two reasons which influence White and Black people to express commands are the situation when the Black and White people deliver the commands and the relationship between the characters. Three factors influencing the characters in using certain politeness strategies are the social distance, the relative power, and the rank of imposition.

Keywords: command expression, speech act, politeness strategy

A. INTRODUCTION

Commanding is one kind of speech acts which is often used in daily life especially in communication. This speech act occurs when people say to somebody that he or she must do something for them. Due to the reason, many students are interested in conducting and analyzing the command expression. These two previous researches show that the command expression becomes a fascinating topic to be discussed. The first previous research discusses the command expressions using the Speaking Theory by Hymes and The Theory of Social Dimension by Holmes. The data were analyzed using Brown and Levinson categorization of FTA (Face Threatening Act). This research identifies the command based on gender theories from Eckert and McConnell-Ginet. This research analyzed the command (i.e the strategy used by the characters to employ the command, the reason why the speaker chooses the strategy, and the response of command employed by the hearer). This research focuses on the respond of command expression and the reasons why the characters employ the politeness strategy.

The result of Wikandhita's research shows that four types of politeness strategies were found in the TV-Series. 12 data apply bald on record strategy, 3 data contain positive politeness strategy and 5 data employ

negative politeness strategy. While the second previous research is conducted by Widowati. Widowati's research discusses the types of commands employed by the main character based on Holmes theory. She analyzed the forms of commands used by the main character and the strategies of how commands are expressed by the main characters in the movie. Related to the previous research, there are four kinds of politeness strategy used by Brown and Levinson's theory in Wikandhita's and Widowati's research.

This article shares similar discussion with Wikandhita's and Widowati's in terms of command expression. However, the focus of the research is on the context. Like Wikandhita's research, it employs Social Dimension theory by Holmes in looking at *The Help* novel. Although it is especially to analyze the command expression uttered by White and Black people, it does not apply race theory. While, Wikandhita applies Brown and Levinson's theory (1987), Command Expression Theory by Searle in Tsui (1994), Social Dimension Theory by Holmes (2001) and The Factor Influencing The Choice of Strategy by Brown and Levinson (1987).

In relation to research on command expression, Holmes identifies the influence of social factors which connect to the participant, the setting or social context of interaction, the topic and the function. Thus, research on command expression should be connected to the social dimension component, that in Holmes's perspective, they are a solidarity or social distant scale, the status scale, a formality scale, and the referential and affective function scales.

Meanwhile, Hymes develops The SPEAKING model to help the analysis of discourse as a series of speech events and speech acts of a cultural context. The SPEAKING refers to Setting and Scene, Participants, Ends, Act Sequence, Key, Instrumentalities, Norms, Genre. Setting means the time and place of a speech act (physical circumstances) whereas scene refers to psychological setting or cultural definition of a scene. Participants are the speaker and the audience. Ends denote purposes, goals, and outcomes. Act sequence signifies form and order of event. Key marks tone, manner or spirit. Instrumentalities refer to forms and styles of speech. Norms signal social rules governing the event and the participants' action and reaction.

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Genre is the kind of speech act or event. These theories and concepts are often applied by the researcher in analyzing the command expressions.

In regard to Holmes and Hymes's contribution to research on command expression form, this article focuses on the discussion of politeness strategy in command expressions delivered by Black and White people on *The Help* novel. It still shares similar discussion with Wikandita and Widowati.

B. RESEARCH METHODOLOGY

The research is categorized qualitative research which employs descriptive method. The source of data in this research is a novel written by Kathryn Stockett. Meanwhile, data of the research are taken from *The Help* novel which contains commanding expressions employed by White and Black people in *The Help* novel. This research uses the criterion based sampling technique. The technique of collecting data are reading the *Help* novel, finding and selecting the dialogue that contain command expressions, classifying the the politeness strategy in commanding based on Brown and Levinson theory of politeness strategy, giving a code on each classified data.

C. FINDING & DISCUSSION

There are 23 data containing the command expressions found in *The Help* novel. The data are all employed by the characters in the certain strategies. In this case, the characters also deliver the command expressions using various strategies of politeness, such as Bald on Record, Positive Politeness, and Negative Politeness and Off Record which is found in the data.

1. Bald On Record

There are 15 of 23 data using Bald on Record strategy. Most of the speakers choose this strategy to employ the command expression.

(Today is Bridge Club meeting. The meeting held on Wednesday at Miss Leefolt's house, The participants are White people).

Miss Leefolt : **"Get the house straightened up and then go on and fix some of that chicken saldnow."**

Aibileen : (Aibileen was preparing all the needs including making chicken salad this morning and ironing a tablecloth yesterday).

The conversation depicts the command expression employed by the white boss to the black maid using bald on record strategy. In this category, the factor influencing the choice of strategy is the relative power. It shows that the white boss (Miss Leefolt) possesses higher power than the black maid (Aibileen). Here,

Miss Leefolt and Aibileen have a distant relationship as a boss and a maid. Miss Leefolt is superior and Aibileen is subordinate. The command expression is blatantly employed by Miss Leefolt, because she has higher relative power than Aibileen.

The command expressions employed by White people. It can be portrayed from the conversation.

(Miss Charlotte is Miss Skeeter. She knows that her mother will go to do many things. Miss Charlotte comes back to house to pick up casserole dish. Miss Skeeter knows that her mother has arrived, she then jumps on the passanger sit and command her mother to see of to Hilly's house)

Miss Skeeter : **"Mother, wait a second!"**

Miss Charlotte: "I can't believe I forgot Sue Anne's casserole dish..."

Miss Skeeter : (Miss Skeeter jumps in the front passenger seat, waits until Miss Charlotte climbs back into the car. She puts her hands on the wheel).**"Drive me by Hilly's? I need to pick something up."**

(Miss Skeeter presses her forehead). **"Oh God, hurry, Mother. Before I'm too late."**

Miss Charlotte : (*Mother's car hasn't moved*).
"Skeeter, I have million things to do today—"

Miss Skeeter : (*The panic is rising up in her throat*).
"Mama, please, just drive..."

Miss Charlotte : "Now look," "I have some personal errands to run and I just don't think it's good time to have you tagging along."

Miss Skeeter : "It'll take you five minutes. **Just drive, Mama!"**

As the form of command expression in a positive sentence that uses the WH-question, the hearer understands what the speaker means. In this case, Miss Charlotte does not command her daughter blatantly, she does not want to harm her daughter's face so that she lets her daughter interpret her command by herself. Both Miss Charlotte and Miss Skeeter have an intimate relationship and have a bond between a mother and a daughter as a family.

2. Bald on Record Strategy Employed by Black

(On Friday night, Minny, Kindra are at their house that time, Minny and Aibileen will go to the church. Before Minny leave, she ensures that her family can have a dinner. Then she commands their children to prepare the meals).

Minnie : **“Kindra! Get your butt off that floor!” (Minnie hollers). “Them beans better be hot when your daddy wakes up!”**

Kindra : “Why I got to do dinner? It’s Sugar’s turn!”

Minnie : “Cause Sugar at Miss Celia’s and you want a live to see third grade.”

Benny : (Benny comes in and squeezes Minnie round the middle. He grins and shows Minnie the tooth he got missing, then he runs off).

Minnie : **“Kindra, turn that flame down for you burn the house down!”**

Aibileen : “We better go, Minnie,”(Aibileen says and causes this can go on all night). “We gone be late.”

Minnie : (Minnie looks at her watch and shakes her head). “Why Sugar ain’t home yet? Miss Celia ain’t never kept me this late.”

Minnie : **“Kindra, I don’t want a see so much as a bean sitting in that sink when I get back. Clean up good now.” (Minnie gives Kindra a hug). “Benny, go tell Daddy he better get his fool self out a that bed.”**

Benny : “Aww, Mama, why I—”

Minnie : **“Go on, be brave. Just don’t stand too close when he comes to.”**

It can be seen from the conversation between the Black maid and her children. In this conversation, the command expression executed by a mother (Minnie) and her children (Kindra and Benny). Minnie commands their children to cooperate in doing the house hold chores. In this case, the factor influencing the choice of strategy is the social distance, the relative power, the rank of imposition.

3. *Negative Politeness Strategy Employed by White*

(Minnie sees Mister Johnny, she thinks that he will get angry because his wife hires her. Fortunately, Mister Johnny understands the fact. He then commands Minnie to cook food for him)

Minnie : “I fix you something. What you want?”

Mister Johnny: *(He turns around, grinning like a kid)*

Minnie : (Minnie starts going through the refrigerator, pulling things out).

Mister Johnny: “Remember those pork chops we had that time?” (Mister Johnny starts nibbling on his fingernail). **“Will you make those for us this week?”**

Minnie : “I fix em for supper tonight. Got some in the freezer. And tomorrow night you having chicken and dumplings.”

This interaction happens between Mister Johnny and Minnie. They have a distant social relation. Mister Johnny is Miss Celia’s husband, he is also Minnie’s boss. He is a superior whereas Minnie is a subordinate. Mister Johnny uses negative politeness strategy because he will not command Minnie indirectly, so that he tends to be conventionally indirect by saying **“Will you make those for us this week?”**. In this case, the factor that influences the choice of strategy which is employed by Mister Johnny is the relative power.

4. *Off Record*

a. *Off Record Politeness Strategy Employed by White*

One datum containing Off Record Strategy is found in this novel. This strategy is employed by White in delivering command expressions to her daughter.

Miss Skeeter and her Mother (Miss Charlotte) are at their house.

Miss Skeeter : “Mama, would it really be so terrible if I never met a husband?”*(She is saying and just wanting to end this conversation).*

Miss Charlotte : *(She clutches her bare arms as if made cold by the thought).* **“Don’t. Don’t say that, Eugenia. Why, every week I see another man in town over six feet and I think, If Eugenia would just try...”** *(She presses her hand to her stomach, the very thought advancing her ulcers).*

Miss Charlotte commands her daughter, Miss Skeeter, by uttering “Why, every week I see another man in town over six feet and I think, If Eugenia would just try...”. As the form of command expression in a positive sentence that uses the WH-question, the hearer understands what the speaker means. In this case, Miss Charlotte does not command her daughter blatantly, she does not want to harm her daughter’s face so that she lets her daughter interpret her command by herself. Both Miss Charlotte and Miss Skeeter have an intimate relationship and have a bond between a mother and a daughter as a family.

D. CONCLUSION

There are three kinds of politeness strategies used by the characters in The Help novel. They are Bald on Record (15 data), Negative Politeness Strategy (7 data), and Off Record Strategy (1 datum). The finding depicts that Bald on Record strategies are uttered by most of White people in the different and similar status scale. In this case, the command expressions occur at informal and formal situations. The intimate and distant relationships are shown in this strategy. In this novel, White and Black people do not employ Positive Politeness Strategy in delivering a command

expression. Then, Negative Politeness Strategies are expressed by White people when they deliver the command expression to the hearer. In this case, the speakers (White people) who utter the command expression possess a superior status while the hearers (Black people) have a subordinate status. The command expression using this strategy happens in formal situation. The characters have a distant relationship. The last finding related to the Off record Strategy. These strategies are employed by White people in order to utter the command expression upon the hearer. In this strategy, the command expression runs in informal situation because the characters have an intimate relationship. In this case, I agree with Holmes that social context influences command expressions delivered by Black and White people in *The Help* novel.

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The Analysis on Techniques and Quality the Translation of Culinary Material Culture Terms in The Movies Entitled Chef and The Hundred-foot Journey

Alfian Thoharry¹

Abstract — This research aims to identify and describe the techniques applied in translating culinary material culture terms and the impact of the techniques on translation quality in the aspect of accuracy and acceptability from two movies entitled Chef and The Hundred-foot Journey.

This research is descriptive qualitative research. The data analyzed in this research are culinary material culture terms in two movies entitled Chef and The Hundred-foot Journey, the techniques applied in translating the terms and information about translation quality. The sources of data used in this research are two movies entitled Chef and The Hundred-foot Journey and three informants. The methods of data collection applied in this research are content analysis, questionnaire and interview. The sampling technique applied in this research is purposive sampling.

The result of the research shows that there are 7 single techniques and 10 multiple techniques in translating culinary material culture terms in the movies entitled Chef and The Hundred-foot Journey. The single techniques are 1) Pure Borrowing, 2) Established Equivalent, 3) Generalization, 4) Naturalized Borrowing, 5) Amplification, 6) Reduction, 7) Particularization. Meanwhile, the multiple techniques are 1) Pure Borrowing + Established Equivalent, 2) Naturalized Borrowing + Pure Borrowing, 3) Naturalized Borrowing + Established Equivalent, 4) Established Equivalent + Reduction, 5) Pure Borrowing + Amplification, 6) Generalisation + Amplification, 7) Pure Borrowing + Reduction, 8) Established Equivalent + Amplification, 9) Established Equivalent + Naturalized Borrowing + Literal Translation, 10) Established Equivalent + Pure Borrowing + Amplification.

The use of the techniques result translation of culinary material culture terms whose level of accuracy and acceptability is average.

Keywords: culinary material culture terms, translation technique, translation quality, accuracy, acceptability.

I. INTRODUCTION

Communication between one nation and another is inevitable today. In the interaction between nations, there are many aspects that the nations can share, the examples of which –but not limited to those mentioned afterwards– are variety of products, knowledge and works of art, with no exception of movies. Often, works of translation are needed to

accompany these shared works and crafts. Translation is, in this case, intended to tackle potentially occurring language obstacles and to deal with cultural gap. One kind of commodity often requiring translation (in the form of subtitle) is movie, in a more specific categorization, movies coming from nations overseas.

In producing movie subtitle, a translator faces several challenges like the available space for the text and duration. In addition to the space and time limitation, there is another problem which challenging a translator, that is problem with culture terms. The latter is due to the distinct culture related to each society. A translator of course needs to be able to overcome problems dealing with the difference and translate culture terms in a proper way in order to produce good translation within the boundaries of space and time. Culture, according to Newmark (1988:95), refers to “the way of life and its manifestations that are peculiar to a community that uses a particular language as its means of expression”. We therefore characterize “culture term” in our research based on Newmarks’s definition as those that are peculiar to a community that uses a particular language as its means of expression. There are five “cultural categories” proposed by Newmark (1988:95), adapting Nida: ecology, material culture, social culture, organization, and gestures.

Culture term translation in subtitle turns into an interesting topic for us to study since a translator has to possess quality in dealing with the previously-mentioned problems. Researches about culture terms were carried out by several researchers. From the examination on the researches carried out by Khasanah (2009) and Nugraha (2012), it is discovered that most of the data analyzed belong to material culture category. Based on the condition supplemented with the result of our initial investigation of the translation of culture terms in several films, we decided to focus on the analysis of translation of material culture terms.

Two movies that contain material culture terms are Chef by Jon Favreau (2014) and The Hundred-foot Journey by Lasse Halstrom (2014). Both movies are story about the journey of a Chef in seeking his path to achieve his cooking passion. The choice of material culture terms in culinary world as the focus of the study was based on the consideration that food is one of the most commonly found material culture terms in a

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culture.

Therefore, we attempt to identify and describe the techniques applied in translating culinary material culture terms and the impact of translation techniques on the accuracy and acceptability in the two movies entitled *Chef* and *The Hundred-foot Journey*.

II. LITERATURE REVIEW

A. Definition of translation

Newmark (1981:7) states that "translation is a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language." Despite the seemingly simple definition, translation should not be taken in as an undemanding activity. Robinson BECOMING a TRANSLATION (1997:49) perceives translation as "an intelligent activity involving complex processes of conscious and unconscious learning". Further, it is also said by Robinson that translation is a form of "intelligent activity, requiring creative problem-solving in novel, textual, social, and cultural conditions" (p.51)

From those definitions above, translation can be defined as the process of replacing messages from source language using equivalent textual material into the target language but, if possible, still maintain the cultural aspect of source language.

B. Translation technique

Molina and Albir (2002:509) define the translation techniques as procedures to analyze and classify how translation equivalence works. Below are the techniques of translation proposed by Molina and Albir (2002:509-511)

1) Adaptation

Adaptation replaces a cultural element from a source text with the one from the target culture text to make the cultural element more familiar in the target text, for example: to change baseball, into *kasti* in Indonesian.

2) Amplification

Amplification adds or introduces detail information that is not formulated in the source text. This technique is the opposite of reduction.

ST : Ramadan

TT : Ramadan, the Moslem month of fasting.

3) Borrowing

Borrowing is used when there is no equivalent of certain text or message from SL in the TL. Thus, the translator takes the words or expressions directly from the ST in the TT. There are two types of borrowing:

a. Pure borrowing

Pure borrowing is a translation technique that completely takes terms or words straight from the source language without any changes.

ST: and you set it in the **ramekin**

TT: lalu masukan ke **ramekin**...

b. Naturalized borrowing

Naturalized borrowing is a translation technique that takes terms or words from the source language by naturalizing the spelling to fit the target language standard.

SL: You can put them on the **barbeque**.

TL: *Kau bias memasukkannya ke dalam **barbekyu**.*

4) Calque

Calque is the literal translation of a foreign word or phrase, structurally or lexically.

SL: Prime Minister

TL: *Perdana Menteri*

5) Compensation

Compensation is applied if there is a linguistic or stylistic element from the source text that cannot be reproduced and reflected in the same place in the target text. The information or stylistic element is reproduced somewhere else in the target text.

6) Description

The translation technique is applied by replacing a term or expression with a description of its form or/and function,

Example:

ST: *Ketupat*

TT: Traditional Indonesian rice cake eaten on Eid day.

7) Discursive creation

This translation technique is used to establish a temporary equivalence that is totally unpredictable out of context,

Example:

ST: The Witch Hunt

TT: *Sejarah Kelam Terulang*

8) Established equivalent

This translation technique is applied by using a term or expression recognized (by dictionaries or language in use) as an equivalent in the TL.

ST: It's no use to cry over spilt milk

TT: *Nasi sudah menjadi bubur*

9) Generalisation

This technique is applied by using more general or neutral term in the TT. This translation technique is the opposition of particularisation.

ST: Farmer's Market, Sunday Market

TT: *Pasar*

10) Linguistic amplification

To add linguistic elements. This is often used in consecutive interpreting and dubbing.

ST: Sure you can!

TT: *Tentu kau bias menyelesaikan tugas itu!*

11) Linguistic compression

This translation technique is applied by synthesizing linguistic elements in the TT. This is often used in simultaneous interpreting and in subtitling.

ST: That is something amazing **isn't it?**

TT: *Luar biasa, **kan?***

12) Literal Translation

This translation technique is applied by translating a word or an expression word for word.

ST: They will hit the stage

TT: *Mereka akan memukul panggung itu*

13) *Modulation*

To change the point of view, focus or cognitive category in relation to the ST; it can be lexical or structural,

ST: You are going to have a child

TT: *Kamu akan menjadi seorang ayah*

14) *Particularisation*

This translation technique is applied by using more specific term. This translation technique is the opposite of generalisation.

ST: Do you want some *sweets*?

TT: *Apa kalian mau kue manis?*

15) *Reduction*

To suppress a ST information item in the TT. This includes SCFA's and Delisle's implicitation Delisle's concision, and Vázquez Ayora's omission (Molina & Albir 2002:510-511). This translation technique is the opposition of amplification.

Example:

ST: SBY, the former president of Republic of Indonesia,

TT: SBY

16) *Substitution*

To change linguistic elements for paralinguistic elements (intonation, gestures) or vice versa.

Example: to translate the Arab gesture of putting your hand on your heart as "thank you".

17) *Transposition*

It changes grammatical category, for example from verb to noun. Grammatical structures and language systems are often different in different languages.

18) *Variation*

To change linguistic or paralinguistic elements (intonation, gestures) that affect aspects of linguistic variation: changes of textual tone, style, social dialect, geographical dialect, etc.

Example:

ST: Where have **you** been?

TT: *Ke mana saja **sampeyan**?*

C. *Translation quality*

1) *Accuracy*

Shuttleworth & Cowie (1997:3) states that "Accuracy is a term used in translation evaluation to refer to the extent to which a translation matches its original." The term "match" in the statement is understood that it is associated with the equivalence in terms of message between a translation and the text from which the translation is produced (its original). We link the term "match" and "equivalence in terms of message" as the definition from Shuttleworth & Cowie above retains a relation to the definition of translation by Newmark we

quoted in the previous section. It is mentioned in his definition, the part "the same message" so that it can be noticed that the term "match" has a connection to the equivalence in terms of message between a translation and the original text. Therefore, we are firm to say that accuracy in translation deals with how the message of a translation equivalent to that contained in the original text.

2) *Acceptability*

Nababan, et al. (2012) defines acceptability as how a translation is expressed within the norm and cultural value of target language in the micro level and macro level. It can be said that the aspect of acceptability is the degree of how a translation can fit the norm and cultural value of the target language. Further, Nababan, et al. (ibid) asserts that acceptability not only deals with culture but it is also allied target language grammatical rules. A translation which fits the norm, cultural value and grammatical rules of the target language will sound natural to the readers and on the contrary, that not conforming to the norm, cultural value and grammatical rules of the target language sounds unnatural and even sounds bizzare to the readers.

3) *Readability*

Richards et (2002: 442) states that readability refers to "how easily written materials can be read and understood". In translation quality assesment, readability is understood as how easily a translation, which is a form of written material, is understood by target readers. Readability is considered to be one of the aspects determining the quality of a translation since works of translation are intended to help readers understand materials incomprehensible to them due to language obstacles. A translation difficult to be comprehended or even worse, incomprhensible and confusing means a translation which fails to achieve its purpose and therefore, not a good one.

III. METHODOLOGY

The data of this research consist of (1) culinary material culture terms found in the movies entitled Chef and The Hundred-foot Journey and (2) statements from three raters about translation quality in terms of accuracy and acceptability. The researcher found 86 culinary material culture terms in both movies. Purposive sampling technique was applied in selecting the sources of data. The researcher applied three methods of data collection, which are: content analysis, data collection using questionnaire, and interview.

IV. FINDINGS

A. *Translation Technique*

Table 1.1. Translation Techniques

No	Technique	Number of Data	Total
1	Pure Borrowing	02, 08, 11, 12, 19,	26

		24, 25, 33, 37, 38, 39, 41, 44, 45, 49, 51, 52, 54, 62, 70, 71, 72, 73, 74, 77, 78	
2	Established Equivalent	06, 13, 16, 21, 28, 30, 35, 43, 46, 47, 50, 56, 63, 64, 66, 67, 68, 81, 82	19
3	Generalisation	01, 05, 09, 10, 29, 59, 75, 80	8
4	Naturalized Borrowing	04, 53, 60, 61, 69	5
5	Amplification	40	1
6	Reduction	26	1
7	Particularization	48	1
8	Established Equivalent + Pure Borrowing Naturalized	22, 23, 31, 32, 55, 58, 65, 76, 79, 84, 86	11
9	Borrowing + Established Equivalent Naturalized	3, 34, 60, 83	3
10	Borrowing + Pure Borrowing Established	07, 17, 27, 42	4
11	Equivalent + Reduction	14	1
12	Pure Borrowing + Amplification	15	1
13	Generalisation + Amplification	57	1
14	Pure Borrowing + Reduction Established	20	1
15	Equivalent + Amplification Established Equivalent +	36	1
16	Naturalized Borrowing + Literal Translation Established	85	1
17	Equivalent + Pure Borrowing + Description	18	1

An interesting finding is revealed related to the result of the identification of the techniques applied by the translators of the two movies. We found that there are 7 single techniques and 10 multiple techniques applied by the translators in translating culinary material culture terms in the movies entitled Chef and The Hundred-foot Journey. The two most dominant techniques applied are pure borrowing and established equivalent. One of the examples of the use of pure borrowing is presented as follows:

ST: And get the mise on the **steak**.

TT: *Siapkan juga **steaknya**.*

The term “steak” is borrowed straight from the source text into target language without making any change. This technique is applied because of the following reasons. The first reason is that the food does not originate from the target language culture and the next one is that the target language lacks of term to refer to the particular food called “steak”.

Another example of the use of pure borrowing:

ST: But in **salads**, too, it's delicious.

TT: *Dan di **salad**, juga, sangat enak.*

The term “salad” is also borrowed from the source text without any modification. The same technique is applied in different circumstance. This type of food does not originate from the target language culture but an equivalent term is actually available in the target language, *selada*. The use of the foreign term in the translation does not seem to cause any problem because foreign terms in culinary world are not something unusual in the target language. Many of these terms even gain the same level of familiarity as the “official” terms recognized in dictionaries.

Pure borrowing is the most frequently used technique in translating culinary material culture terms in both movies and the second most frequently used is established equivalent, i.e. the use of term or expression recognized (by dictionaries or language in use). Below are the examples of the use of the technique in the translation of culinary material culture terms in the movies Chef and The Hundred-foot Journey.

ST: And it will be **fast food**, yeah?

TT: *Dan kau mau membuat **makanan cepat saji** ya?*

Established equivalent is used in the translation of “fast food” into *makanan cepat saji*. The term *makanan cepat saji* is an equivalent and common translation of the original term in the target language. It is equivalent and common since the term was created as the equivalent to the term “fast food”, which does not originate from the target language.

ST: I work in a **restaurant**.

TT: *Ayah kerja di **restoran**.*

The technique is also applied in the translation of “restaurant” into “*restoran*”. The term *restoran* is an established equivalent, no longer a borrowed term ever since it gains recognition in *KBBI*. Like the term “salad”, *restoran* is also as familiar as the term originating from the target language, *rumah makan*.

B. Translation quality

1) Accuracy

Table 1.2. Table of data numbers of translation accuracy

No	Accuracy	Number of Data	Total
1	Accurate Translation	02, 03, 04, 06, 07, 08, 11, 12, 13, 15, 16, 17, 18, 19, 21, 23, 24, 25, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 44, 45, 46, 47, 49, 50, 51, 52, 53, 54, 55, 56, 58, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86	73
2	Less Accurate Translation	01, 05, 09, 10, 14, 20, 22, 43, 57, 59, 75	11
3	Inaccurate Translation	26, 48	2

From 86 data, there are 73 data are accurate, 11 data are less accurate and 2 data are inaccurate. From the statement above, it can be said that the applied techniques in translating culinary material culture terms in the movies entitled Chef and The Hundred-foot Journey give positive impact on the accuracy of the translation.

Most of the translation of culinary material culture terms conveys equivalent message from source text into target text. The example of accurate translation is the translation of “fryer” into *penggorengan*. *Penggorengan* is common and equivalent term in target language to translate the word “fryer”, since both cooking utility have similar function. The second example shows the less accurate translation. The translation of “bacon” into *daging* in target language is considered less accurate because in source language bacon means seasoned sliced pork and in target language *daging* means meat in general. It means that message is not conveyed fully to the target text.

2) Acceptability

Table 1.3. Table of data numbers of translation acceptability

No	Category	Number of Data	Total
1	Acceptable Translation	01, 02, 03, 04, 05, 06, 09, 10, 11, 12, 13, 14, 16, 19, 21, 22, 26, 28, 29, 30, 31, 34, 35, 36, 40, 43, 46, 47, 48, 50, 51, 53, 54, 55, 56, 57, 58, 59, 60, 61, 63, 64, 66, 67, 68, 69, 75, 77, 80, 81, 82, 83, 85	53
2	Less Acceptable Translation	07, 15, 17, 18, 20, 23, 25, 27, 32, 37, 38, 39, 42, 52, 65, 73, 76, 78, 79, 84, 86	21
3	Not	08, 24, 33, 41, 44, 45, 49,	12

Acceptable Translation	62, 70, 71, 72, 74
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In terms of acceptability, there are 53 acceptable data, 21 less acceptable data, and 12 non acceptable data. From the statement above it can be said that the applied techniques in translating culinary material culture terms in the movies entitled Chef and The Hundred-foot Journey give less positive impact on the acceptability of the translation.

The example of the translation that sounds natural is the translation of “chile vinegar” into *cuka campur cabe*. The word “chile” has equal meaning to *cabe* in target language, and the word “vinegar” is equivalent to *cuka*. The amplification of the word *campur* gives positive impact in the naturalness of the translation. The second example is the translation of “a frozen cylinder of ganache” into *sekaleng beku ganache*. From the whole translation, only the word *ganache* that sounds unnatural in target language that makes the translation become less acceptable. The last example is the translation of “medianoches” into *medianoche*. The term *medianoche* is not recognized in the target language and makes the translation become not acceptable.

C. Discussion

From the result stated above it can be seen that the translator applied seven single techniques and ten multiple or combination techniques. The most applied technique is pure borrowing and the second most applied technique is established equivalent. The applied techniques give positive impact on the accuracy of the translation. In terms of acceptability, the applied techniques give less positive impact. The applied techniques in translating culinary material culture terms are accurate since most of the terms is taken straight from the source text without making any changes, but it does give less positive impact on the naturalness of the translation.

The use of pure borrowing technique gives less positive impact on the translation acceptability. In the other hand, the use of established equivalent technique gives positive impact on accuracy and acceptability. The use of unfamiliar terms can give negative impact on the translation acceptability.

V. CONCLUSION

The writer found 13 techniques applied by the interpreter in interpreting expressions (in word, phrase, clause or sentence) in Sponsor Visit event in Compassion Project IO-945. The most dominant technique used is Established Equivalent. The use of various techniques influences the quality of interpretation. In relation to interpreting quality of accuracy, out of 155 data, 102 data or 65.2% are

accurate. In relation to interpreting quality of acceptability, out of 155 data, 116 data or 74% are acceptable. In relation to interpreting quality of fluency, out of 155 data, 108 data or 69% are fluent.

Dealing with factors affecting the quality of interpretation, there are technical and non-technical factors. Technical factors in this interpreting setting includes small room condition which is not really helpful to the interpreting process, too close distance between interpreting participants which made the interpreter uncomfortably sit behind the sponsors, and noisy situation due to the visitors or neighbors. Further, non-technical factors in this interpreting setting deal with two groups of people who do not share the same language and the interpreter. The communication runs well even the interpreter is not a professional interpreter. The interpreter's competences lead her to solve problems faced during the visit.

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Flouting Maxims in Particularized Conversational Implicatures in Movie Entitled '22 Jump Street' (A Study of Pragmatics)

Era Findiani¹

Abstract—This article talks about flouting maxims and particularized conversational implicatures. The data are dialogues in the movie entitled '22 Jump Street'. The taken data were analyzed using Pragmatics approach and Grice Cooperative Principle Theory. The results show four kinds of flouting maxims with six reasons why the flouting maxims occur and there are times when the hearers are success or fail in revealing the implied meaning.

Keywords: Flouting Maxims, Particularized Conversational Implicatures, Cooperative Principle

I. INTRODUCTION

There are times when people say something exactly what they really mean but for many times they tend to say something implicitly or not totally explicit (Thomas, 1995:56). It called implicature. It is clearly different from explicature that is what people say exactly what the words mean. Implicature are usually in the form of flouting maxims as one of non-observance maxims of Grice Cooperative Principle. Knowing implicature is very important to find out the implied meaning or hidden intention behind the speaker's utterances. Because misunderstanding or misinterpretation of the implied meaning behind the interlocutor intention would make something ruin or out of the main intention. Therefore, revealing implicature or implicit meaning needs more certain contexts so the hearer can do a future action based on the speaker's intention.

II. LITERATURE REVIEW

Khosravizadeh & Sadehvandi (2011) made a research about some instances of violation and flouting of the maxim of quantity by the main characters in movie entitled 'Dinner for Schmucks'. The findings of this study indicate that in five occasions the characters violated the maxim of quantity and one occasion of flouted the maxim of quantity. Based on the findings of the study, they concluded that although cooperative principle describes the best practices in communication in order to facilitate the process of conversation to be smoother for both the speaker and the hearer, people frequently disobey these four kinds of maxims in order

to achieve certain purposes or goals. They are also stated that comedies, mostly, portray a reverse relationship between the verbal humor and social status of the characters, in this case is between the main characters.

They stated that to convey the meaning of communication, interlocutor should follow certain strategies or principles, H. P. Grice (1975) called Cooperative Principle (CP). The principle consists of four maxims: quality, quantity, relevance, and manner, which people generally performed in a conversation. In addition, they used Levinson's theory (1983) about flouting of maxims which takes place when people deliberately cease to apply one or more maxims to persuade their hearers to infer the hidden meaning or intention behind the utterances. It is time when the speakers employ implicature. In the case of flouting (exploitation) of cooperative maxims, the speakers desire the greatest understanding in their recipients because they expect that the interlocutors are able to uncover or reveal the hidden meaning behind the utterances. In this study, people flout the maxim of quality by delivering implicitly a sarcastic tone in what they state.

This research is only focuses on violation and flouting of maxim quantity of Grice's Cooperative Principle. They do not observe about all or three other kinds of Cooperative Principle maxims. They do not observe about the implicature as the results of violation or flouting maxims, neither the reasons of the occurrence of the violation or flouting maxims. In addition, their results show that there is relationship between humor (violation or flouting maxims) and social status. But they do not investigate about the context of social status and or power distance between the characters which influence the occurrence of violating or flouting maxims in a conversation.

Pakpahan & Sumarsih (2012) made an analysis of conversational implicature in Smart FM's Radio talk shows. The researchers took 58 conversations of the radio's talk shows which found two types of conversational implicature. The findings show that the total numbers of conversational implicature from the two types were: 25 (62,5%) generalized conversational implicature and 15 (37,5%) particularized conversational implicature. It means that generalized

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conversational implicature is the most dominant type of conversational implicature used in Smart FM's Radio talk shows. It happens because the interviewees were usually used clear answer to make their partners and listeners understand what they talked about. It means that the interviewees gave clear and strong implicit meaning.

They used theory about Pragmatics as the study of speaker meaning, Yule (1996: 3). This study concerned with meaning as communicated by the speakers and interpreted by the hearers which deals with the analysis of what people mean by their utterances. It means Pragmatics can communicate more than what is explicitly stated in the utterances. The researcher chose Conversational Implicature Theory by George Yule (1996). Because Yule states that the hearers should be able to infer the message or intention in the utterances by appealing to the rules of a successful conversation interaction. Conversational implicature is always invites people to find out or reveal the hidden meanings that cannot be uttered by the speakers.

Yule (1996: 40) states that implicature is an additional conveyed meaning or something which is more than what the word means. Conversational implicature is related to the knowledge of understanding of utterances said by the speakers and the hearers must follow all the rules. There are two types of conversational implicature. First, Generalized conversational implicature is something that is inferable without reference of the context (Yule, 1996). It occurs in certain forms of words in utterances which normally carry implicatures. It is commonly related to logic conversation or the logical constant conversation. Second, particularized conversational implicature is an informative expression with special knowledge of any particularly context and occur in conversation which takes place in a very specific context in which inferences is assumed (Yule, 1996).

This research is only focuses on the type of conversational implicature without deep analysis of the implied meaning behind the speaker's utterances. Because the researchers used Yule's Theory, they do not use maxims of Grice's Cooperative Principle particularly about flouting maxims as the part of implicature. In addition, this research does not investigate the hearers' responses about the implicature whereas they used Yule theory which concerns with meaning as communicated by the speaker and interpreted by the hearers.

Inayati, Citraesmana & Mahdi (2014) made a research about flouting maxims in particularized conversational implicature in a drama serial entitled 'Gilmore Girls'. They stated that particularized conversational implicature is an additional unstated meaning that depends on special or local knowledge (Yule, 1996: 42). In understanding the additional implicit meaning, the hearers have to be able to clearly

figure out what the speakers mean. According to Yule (1996), to build a good conversation, the speaker and the hearer should follow the conversational maxims in CP. It means that particularized conversational implicatures flout some conversational maxims. They showed how conversational maxims are flouted in particularized conversational implicature.

In addition, they used pragmatics approach based on particularized conversational implicature theories developed by Grice (1975) and Yule (1996). The basic conversation according to Grice (1975: 46) is "people expect that each will make a conversational contribution such as is required, at the time the conversation occurs, by the accepted purpose or direction of the talk exchange". Meanwhile, Yule (1996: 37) said, "people will attempt to contribute appropriately, at the required time, to the current exchange of talk". In short Yule (1996) said that the basic assumption in conversation is the speakers and the hearers are adhering to the cooperative principle and the maxims.

The results of the research indicated that particularized conversational implicature flouts two kinds of maxim they are maxim of relation and maxim of manner. They gave assumption that in producing a good conversation, people need to understand each other's' meaning realized in the utterances. That is why the speakers and the hearers tend to follow the cooperative principle and the conversational maxim by giving true, related, enough, and arranged utterances which are assumed as explicit meaning. In the other hand conversational implicatures tend to flout the conversational maxims.

Grice (1975) categorized the cooperative principle in four sub-principles: (1) maxim of quantity, (2) maxim of quality, (3) maxim of relation, and (4) maxim of manner. Grice (1975: 45) described maxim as four rules or principles that a speaker is assumed to make a contribution that is adequate but not overly informative (maxim of quantity), does not believe to be false, have adequate evidence (maxim of quality), relevant (maxim of relation or relevance), and clear, brief, unambiguous, and orderly (maxim of manner). Yule (1996: 37) says that it is important to recognize these four kinds of maxims as unstated assumptions in conversation. As the result, not all of the hearers could follow and understand what the speakers mean. That is why it is very important for the hearers to see the context of when the conversation occurs.

They argued that talking about conversation is also talking about context. As stated by Yule (1996: 3) that pragmatics is the study of contextual meaning. Therefore, talking about pragmatics is also talking about context. Context according to Leech (1983: 13) is the relevant aspects of the social or the physical setting of the utterances. It is a background knowledge assumed and shared by speakers and the hearers. The

contexts help the hearers to imply or infer the meaning in the conversation. The study of language through pragmatics approach especially conversational implicatures has been built by people as the influence of conversational implicatures and conversational maxims by Yule (1996) and Grice (1975).

This research examined about flouting maxims of Grice Cooperative Principle and particularized conversational implicatures theories by Grice and Yule. The same with the previous review, this research does not analyze about the reasons of the occurrence of two kinds of flouting maxims in the movie. Meanwhile, in their research they stated that in understanding the additional conveyed meaning, the hearers have to be able to clearly figure out what the speakers mean. But they do not investigate also about the hearers responses about the speaker's implied meaning whether the hearers can reveal the hidden meaning or not.

From three research reviews above, the researcher chose to use theory of Pragmatics by Yule (1996) which stated Pragmatics as the study of contextual meaning. It was chosen because pragmatics deals with language, conversation, utterances, meaning, and context. In addition, instead of George Yule theory about conversational implicature, the researcher preferred to use Grice Cooperative Principle which consists of four kinds of maxims: maxim of quantity, maxim of quality, maxim of relevance, and maxim of manner. It was chosen because the researcher can explore more about the Cooperative Principle as one of the most important parts of Pragmatics study. Then, the researcher chose to investigate about flouting maxims since flouting maxims is the form of implicatures. Moreover, particularized conversational implicatures depend on contexts when the conversation occurs and because Pragmatics deals with conversation in a particular context.

In addition, some recent studies about implicature are only focused in type of conversational implicature (Carston, 2000; Sedivy, 2007; Bennoti & Blackburn, 2011). Other studies (Nanda, Sukyadi & Sudarsono, 2012) only emphasized the research in the use of both conversational implicature in communication, while Wang (2011) only focused in the significant of

applying the conversational implicature in listening comprehension. Moreover, many researchers have studied about flouting maxims as one of the ways to apply implicatures (Helmi, 2010; Andresen, 2013; Adelia, 2014; Inayati, et al, 2014).

In conclusion, the previous studies have not investigated yet about some topics.

1. Particular reasons behind the occurrence of implicatures.
2. The social status and power distance between the speakers and the hearers which influence the occurrence of implicatures.
3. The hearers responses about the occurrence of implicatures, whether they are success or fail to reveal the speaker's implied meaning.

Most of the recent studies focus on the kinds of conversational implicatures and the dominant result in the certain source of data whereas particularized conversational implicatures need special or specific knowledge of context to occur. Therefore, the researcher chooses a topic to be analyzed that is flouting maxims in particularized conversational implicatures in movie entitled '22 Jump Street'. Then answering those three topics left by other researchers.

III. METHODOLOGY

The data are dialogues in movie entitled '22 Jump Street' containing flouting maxims in particularized conversational implicature. The data were chosen by using purposive sampling technique and analyzed by using content analysis technique including analysis of domain, taxonomy, componential, and finding cultural values. And this research used Grice Cooperative Principle Theory of conversational implicature and flouting maxim.

IV. RESULTS AND DISCUSSIONS

After analyzing the data, there are 31 data of flouting maxims in particularized conversational implicatures in the movie conversation.

A. Results

1. Kinds of flouting maxims in particularized conversational implicatures.

Table 4.1: Data tabulation of kinds of flouting maxims in movie entitled '22 JumpStreet'.

Generic structure	Relation between participants	Kinds of flouting maxims				Σ
		FQN	FQL	FRL	FMN	
OR	+D+P	-	2	2	1	5
	+D-P	-	-	-	-	-
	-D+P	-	-	1	-	1
	-D-P	-	-	1	1	2
Σ		-	2 (25%)	4 (50%)	2 (25%)	8
CO	+D+P	1	2	1	-	4
	+D-P	-	-	-	-	-
	-D+P	3	-	2	-	5
	-D-P	2	1	4	-	7

Σ		6 (37,5%)	3 (18,8%)	7 (43,7%)	-	16
RE	+D+P	-	-	-	-	-
	+D-P	-	-	-	-	-
	-D+P	2	-	-	-	2
	-D-P	2	3	-	-	5
Σ		4 (57,2%)	3 (42,8%)	-	-	7
Total data of each category		10	8	11	2	31
%		32,2	25,8	35,5	6,5	100

Notes:

- OR : Orientation
 CO : Complication
 RE : Resolution
 FQN : Flouting maxim of quantity
 FQL : Flouting maxim of quality
 FRL : Flouting maxim of relevance
 FMN : Flouting maxim of manner
 +D+P : Distant with unequal power.
 +D-P : Distant with equal power.
 -D+P : Close with unequal power.
 -D-P : Close with equal power.

From table 4.1, it can be seen that the characters in the movie apply almost all kinds of flouting maxims in delivering their hidden intention in the orientation part except flouting maxim of quantity. In the complication part where the conflicts of the story occur, the characters in the movie also almost use all kinds of flouting maxim but not employ flouting maxim of manner. In addition, there are only two kinds of flouting maxims employed by the character in the resolution that are flouting maxim of quantity and flouting maxim of quality. In brief, the characters in the movie tend to use flouting maxim of relevance (35,5%), flouting maxim of quantity (32,2%), flouting maxim quality (25,8%) and only 6,5% of flouting maxim of manner.

Table 4.2 The relationship between the participants (power and distance) which influence the occurrence of flouting maxims.

Relation between Participants	Kinds of flouting maxims				Σ
	FQN	FQL	FRL	FMN	
+D+P	1	4	3	1	9 (29%)
+D-P	-	-	-	-	-
-D+P	5	-	3	-	8 (25, 8%)
-D-P	4	4	5	1	14 (45, 2%)
Σ					31

In addition, the occurrence of flouting maxims is influenced by the relationship between the participants as the speakers and the hearers. Flouting maxims in particularized conversational implicatures tend to occur because the speakers and the hearers have close with

equal power relationship (-D-P) (45, 2%). Therefore, they can deliver their hidden intention more comfortably.

- The reasons of the occurrence of flouting maxims in particularized conversational implicatures.

Table 4.3 Data tabulation of the reasons of the occurrence of flouting maxims in movie entitled '22 Jump Street'.

Generic Structure	Relation between Participants	The reasons of the occurrence of flouting maxims						Σ
		RFS	EXF	HDF	TLS	COS	CLS	
OR	+D+P	2	2	-	-	-	1	8
	+D-P	-	-	-	-	-	-	
	-D+P	-	1	-	-	-	-	
	-D-P	1	1	-	-	-	-	
Σ		3 37,5%	4 50%	-	-	-	1 12,5%	
CO	+D+P	-	1	-	1	-	2	16
	+D-P	-	-	-	-	-	-	
	-D+P	1	1	-	1	-	2	
	-D-P	1	3	-	2	1	-	
Σ		2 12,5%	5 31,3%	-	4 25%	1 6,2%	4 25%	
RE	+D+P	-	-	-	-	-	-	16
	+D-P	-	-	-	-	-	-	
	-D+P	2	-	-	-	-	-	
	-D-P	-	1	2	2	-	-	

Σ	2 28,5%	1 14,5%	2 28,5%	2 28,5%	-	-	7
Total data of each category	7	10	2	6	1	5	31
%	22,5	32,3	6,6	19,3	3,3	16	100

Notes:

- RFS : Refuse something
- EXF : Express feeling
- HDF : Hide feeling
- TLS : Tell something
- COS : Convince something
- CLS : Clarify something

From table 4.3, it can be seen that there are six reasons why the characters or the speakers in the movie apply flouting maxims in delivering their intention. In the orientation, the speakers in the movie tend to have reasons that they use flouting maxim to express feeling (50%), to refuse something (37,5%), and to clarify

something (12,5%). In the complication, the speakers have 5 reasons why they apply some flouting maxims in their conversation. They are to express feeling (31, 3%), to tell something (25%), to clarify something (25%), to refuse something (12,5%), and to convince something (6,2%). Meanwhile in the resolution, the speakers apply flouting maxims to refuse something (28,5%), to hide feeling (28,5%), to tell something (28,5%), and to hide feeling (14,5%). In brief, the speakers in the movie tend to apply flouting maxims in their conversation usually because they want to express their feeling to their opponent speaks (32,3%).

Table 4.4 The relationship between the participants (power and distance) which influence the reasons of the occurrence of flouting maxims.

Relation between participants	The reasons of the occurrence of flouting maxims						Σ
	RFS	EXF	HDF	TLS	COS	CLS	
+D+P	2	3	-	1	-	3	9 (29%)
+D-P	-	-	-	-	-	-	-
-D+P	3	2	-	1	-	2	8 (25, 8%)
-D-P	2	5	2	4	1	-	14 (45, 2%)
Σ	7	10	2	6	1	5	31
Σ							

In addition, the reasons why the speakers in the movie choose and apply some flouting maxims in their conversation are also influenced by the relationship between the speakers and the hearers. the main reason why the speakers flout the maxim of Grice's Cooperative Principle is to express feeling (31, 25%), moreover because the speakers and the hearers have

close relationship (-D) and equal power (-P) (45, 2%). That is one of the reasons why the speakers can express their feeling through the application of flouting maxims as non-observance maxims.

3. Hearers responses about flouting maxims employed by the speakers.

Table 4.5 Data tabulation of hearers responses about the flouting maxims employed by the speakers.

Generic structure	Relation between participants	The hearers responses		Σ
		Success	Fail	
Orientation	+D+P	4	1	5
	+D-P	-	-	-
	-D+P	1	-	1
	-D-P	2	-	2
Σ		7 (87,5%)	1 (12,5%)	8
Complication	+D+P	3	1	4
	+D-P	-	-	-
	-D+P	4	1	5
	-D-P	6	1	7
Σ		13 (81,3%)	3 (18,7%)	16
Resolution	+D+P	-	-	-
	+D-P	-	-	-
	-D+P	2	-	2
	-D-P	5	-	5
Σ		7 (100%)	-	7
Total data of each category		27 (87%)	4 (13%)	31

From table 4.5, it can be seen that in all parts of the

movie, the hearers can reveal the implied meaning in the flouting maxims or the hearers are success to get the hidden intention behind the speaker’s utterances. The success of the hearers in revealing the implied meaning in the orientation is 87, 5%, in the

complication is 81, 3% and in the resolution is 100%. The percentage of the failure of the hearers in revealing the implied meaning is very low. It is only 12, 5% in orientation and 18,7% in complication. In resolution, the hearers success is 100%, so there is no failure of revealing the implied meaning.

Table 4.6 The relationship between the participants (power and distance) which influence the ability of the hearers to reveal the implied meaning.

Relation between participants	The hearers responses		Σ
	Success	Fail	
+D+P	7	2	9 (29%)
+D-P	-	-	-
-D+P	7	1	8 (25,8%)
-D-P	13	1	14 (45,2%)
Σ	27	4	31
%	87	13	100

In addition, related to the relationship between the speakers and the hearers, it can be seen that their power and distance also influence their ability to reveal the implied meaning. The success (87%) of the hearers in revealing the implied meaning is influence also by the relationship or the closeness among the characters in the movie. Close and equal relationship is 45, 2%. It is similar with power and distance relationship in table 4.2 and 4.4. Those tables show that if the speaker and the hearer have close and equal relationship, they can deliver their intention by flouting Grice’s Cooperative Principle maxims with particular reasons comfortably and cause high understanding. It is also influenced by context of situation when the conversation occurs and the shared knowledge given by the speakers. Meanwhile, the failure of the hearers to reveal the implied meaning is only 13% in the whole movie. The failure of the hearers is 75% happens when the speakers and the hearers have different power and distance relationship. It is 50% in distance with unequal relationship (+D+P) and 25% in close with unequal (-D+P) relationship.

B. Discussions

From the componential analysis of flouting maxim in particularized conversational implicatures in movie entitled ‘22 Jump Street’, there are seven patterns found. First, in the orientation, with the kinds of context except distant with equal power (+D-P), flouting maxims used in applying particularized conversational implicatures are flouting maxim of quality, flouting maxim of relevance, and flouting maxim of manner. Second, in the complication, with the kinds of context except distant with equal power (+D-P), flouting maxims used in applying particularized conversational implicatures are flouting

maxim of quantity, flouting maxim of quality, and flouting maxim of relevance.

Next pattern is in the resolution, with two kinds of context that are close with unequal power (-D+P) and close with equal power (-D-P), flouting maxims used in applying particularized conversational implicatures are flouting maxim of quantity and flouting maxim of quality. Fourth, flouting maxim of relevance is highly used by the characters in the movie with kinds of context except distant with equal power (+D-P). Next, flouting maxims in particularized conversational implicatures usually tend to occurs in the complication part of the movie. Sixth, with kinds of context except distant with equal power (+D-P), there are six reasons why the characters in the movie flout all kinds of flouting maxim. The last, the hearers in the movie usually can reveal or success in revealing the hidden intention of the speakers in all kinds of flouting maxims and in all parts of the movie.

V. CONCLUSION

The characters in the movie entitled ‘22 Jump Street’ use all variations or four kinds of flouting maxims in applying their hidden meaning through particularized conversational implicatures. Four kinds of flouting maxims are flouting maxim of quantity, flouting maxim of quality, flouting maxim of relevance, and flouting maxim of manner.

There are six reasons why the characters in the movie flout all kinds of flouting maxim. The six reasons behind the occurrence of flouting maxims in the implicatures used by characters in the movie are to refuse something, express feeling, hide feeling, tell something, convince something, and clarify something. In addition, the characters in the movie tend to use flouting maxims because they want to express their feeling to their opponent speak which influenced by the

relationship between the speaker and the hearer, especially between the main characters that are Jenko and Schmidt who have close with equal power. Therefore, the speakers always have a certain reason why they use a certain kind of flouting maxims in delivering their intention or message.

There are times when the hearers success or can reveal the hidden intention of the speaker's implicature, but sometimes the hearers are fail to get the speaker's intention. In addition, the characters in the movie usually can reveal their interlocutor's intention when their interlocutors choose to use some kinds of flouting maxims in applying particularized conversational implicatures. The hearers in the movie usually can reveal or success in revealing the hidden intention of the speakers in all kinds of flouting maxims and in all parts of the movie. The hearers ability in revealing the speakers hidden intention also influenced by the closeness of their relationship, especially close with equal power. Therefore, the hearers' success of revealing the speakers hidden intention shows that the conversation between the speakers and the hearers in the movie goes well or run smoothly and does not disturb the smoothness of communication.

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The Analysis of Power in North America Statute in Relation to the Claim of Salary (A Critical Discourse Analysis Approach)

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Abstract — This research analyzes the power relations of the North America's legislatures towards the related institutions and the citizen in a statute. The objective of this research is to explore the use of Critical Discourse Analysis by Fairclough in understanding; 1) the power indicators in the statute of the Legislature's salary and their struggle of power linguistically, and 2) To describe the relation drawn between the participants in the text.

The data employed in this research are collected through criterion based sampling, considering the geographical location, and similarity of topic. The statute of three North America states are chosen to portray the cultural phenomenon happens in the North America.

The results of data analysis shows that in terms of power indicator, the legislatures tend to use medium-high modality to emphasize their power, and duality of modes to differentiate their subject position. In terms of Power struggle, the legislatures tend to use the transparency expression, and formality expression in terms of convincing. Meanwhile in the case of relation among the participants, the legislatures still earns more power than the other participants.

Keywords: Statute, North America, Critical Discourse Analysis, Power, Salary

I. INTRODUCTION

Discourse is a phenomenon which has its own properties that impact the people and their social interaction (McKinlay & McVittie on Kahlberg, 2012). One of the most used discourses is a statute. A Statute belongs to legal text and also authoritative discourse. Authoritative discourse is a discourse that contains information, rules, models, and so forth that strives rather to determine the basic ideological relation with the world (Bakhtin in Magelhaes et.al, 2014). A statute contains the rules of a country and belongs to a crucial instrument of a country. Statute is usually employed by the democracy country, one of the countries which uses a statute as its fundamental law is America. Statute of the United States of America is the major instrument for the US government and also the highest law in the United States of America (Robert, 2000).

As what has been explained before, that discourse gives impact to the society and social interaction. Therefore, statute obviously also gives some impact in

the society and social interaction. One of the impact given by a statute as a discourse is the aspect of society life which is now ruled by the statute. In terms of that, the impact given by the statute is strongly related to the power of participants in the text. Fairclough explains that there are two kinds of power which can be manifested inside a discourse; power in discourse and power behind discourse (1989:43). Power *in* discourse can be analyzed textually since the text is seen as the site of power struggle. It means that in a discourse there is a process of power struggling between the participants. The power behind the discourse sees the discourse as the stake in power struggles. It means that the discourse is a main media used to struggle the locutor(s)' power, and there are several aspects of society such as history, geographical background, or others which is used to support the power struggle.

In consequence that discourse is seen as a social practice, which gives impact to the society and social interaction, there must be a power relation among the participants. In this case, Fairclough defines power relations as the engagement process of which social groupings with different interests engage with another, and they always try to struggle their power (1989). It cannot be separated from the domination of one agent towards the others, and also the agent's struggle to maintain their position. The agent involved in this communication can be between social groupings in an institution (such as the legislatures and the administrative department of the state), and between the participants who are not related to any institution (such as the legislatures and the citizens). Afterwards, it has to be noticed that language is both a site of and stake in a class struggle, and those who exercise power linguistically through language must constantly be involved in struggle with others to defend (or lose) their position (Fairclough, 1989). In this case, the power struggle is exercised through sentences in the statute which is published in the states' official website.

The research of power analysis has been conducted by Puspitasari and Umiyatun. Puspitasari conducts a research of power relation and struggle in classroom discourse in the movie entitled *Freedom Writer*. The result of her research is the teacher naturally earns a bigger power than the students since she is the information provider in the class. Even though, she still has to struggle her power to the students. There are several linguistic features involved in this

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communication employed as her struggle of power with the multiracial and multicultural group of society. The major features employed by the teacher as an information provider are the formal expression and commanding expression. The multiracial and multicultural students in that class can be seen as the representation the multiracial and multicultural society in America. It is similar to the one of the participant in the text; the society. Since this text is published to the legislatures' official website, this text is pretended as a discourse of which participant is the citizens. In this case, one of the participants of this text is the citizens of America who are known as multiracial and multicultural citizens. Shortly, this research and Puspitasari's research have a similarity that the interlocutor of both researches is multiracial and multicultural.

Umiyatun discusses persuading strategies used by Barrack Obama in his speech on weekly addressee 2012. This research employed recorded speech video, it means that this research uses one-way communication data, where feedback hardly, or even cannot be found in the text. In this case Obama, as an information provider, also earns more power than the citizens. In persuading the citizens, Obama employed several linguistic features such as rewording, rhetorical expression; promise, and relational process of clauses. There are several similarities between this research and Umiyatun's, that both researches use one-way communication text as their data, and both of them have a similar communicative purpose of text; pursue the reader, but in different perspective. Since Umiyatun's research employs the text of which communication purpose is to pursue the citizens to vote Obama again in the next voting, this research has a communication purpose to pursue the citizen to agree with them, so that there is not any rejection or protest to the statute made by legislatures.

Even though there are several similarities between those research and this study, there is still a gap between them. This study analyzes the power struggle and power relation in a legal discourse; statute. The study of power in legal discourse is seen as a crucial matter since there is a possibility that there is an inequality of power in legal texts, where the rule maker is seen as the powerful one. The example of inequality of power in legal text is the case of arkansas medical law which is published in www.medicaid.state.ar.us. It was stated in their official website. The protests of the citizens should be in the form of comment and they should be submitted to the Arkansas' Medicaid email account on 24, 2013 at the latest (www.medicaid.state.ar.us). It can be concluded that the law maker has more power than the citizen as the reader, not only in the content of the law, but also in the communication to citizen. However, this hypothesis may be disputed in a democratic country where the citizens are allowed to conduct a protest or demonstration as an act of rejection and demanding for

revision. As a consequence of that case, this study analyzes the unequal power which are contained in statute. The statute employed in this study is the statute of the legislatures' salary in 3 different states in North America. Those states are Montana, New York, and North Dakota. Those states are chosen due to their geographical location which may implies similar ideology.

This research is aimed to answer several questions in terms of power in statute. The first one is the power indicator in a statute, and the second one is the legislatures' power struggle. Meanwhile, the third aim is to describe the relation drawn between the participants.

II. METHODOLOGY

This study employed financial statute which explains the legislatures salary from three different states. They are Montana, New York, and North Dakota. This study employs purposive sampling which using several characteristics to determine the sample in order to achieve the objective of the study. Those states are the sample of this study since they fulfill the characteristic of the study.

Those characteristics are stated below:

- a. The statute must be the statute of North America
- b. The statute must discuss the legislatures' salary
- c. The statute must be published in the related state of the Legislative's official site
- d. The statute must be still in the period of publication in 2014

In order to fulfill the specifications of the sampling method and the aim of the study, the statutes under the research were obtained from the sites as mentioned below;

- a. <http://legisweb.state.wy.us/statutes/statutes.aspx?file=titles/Title28/T28CH5.htm>
- b. [http://public.leginfo.state.ny.us/LAWSSEA.F.cgi?QUERYTYPE=LAWS+&QUERYD ATA=\\$LEG5\\$\\$@TXLEG05+&LIST=LAW+&BROWSER=BROWSER+&TOKEN=28085440+&TARGET=VIEW](http://public.leginfo.state.ny.us/LAWSSEA.F.cgi?QUERYTYPE=LAWS+&QUERYD ATA=$LEG5$$@TXLEG05+&LIST=LAW+&BROWSER=BROWSER+&TOKEN=28085440+&TARGET=VIEW)
- c. <http://leg.mt.gov/css/For-Legislators/compensation.asp>
- d. <http://www.legis.nd.gov/cencode/t54c35.pdf?20150226003328>

This study employed critical discourse analysis approach in identifying the power relation in the statutes mentioned above. This approach has been proposed by Fairclough in his book entitled *Language and Power*. Therefore, the analysis of the study was conducted in three stages of Analysis. They are the description analysis, interpretation analysis, and explanation analysis.

The description analysis analyzes the textual aspect of the text through ten questions as stated below:

1. What experiential values do words have?
2. What relational values do words have
3. What expressive values do words have
4. What metaphors are used?
5. What experiential values do grammatical features have?
6. What relational values do grammatical features have?
7. What expressive values do grammatical features have?
8. How are (simple) sentences linked together?
9. What interactional conventions are used?
10. What larger-scale structures does the text have?

Those questions are stated to be answered in order to unveil the textual or linguistic properties employed in a text, starting from vocabulary level, grammatical level, until discourse level. There is a possibility that those questions are not answered completely since the linguistic property of text is different each others. Interpretation stage explored the interaction between the text and the interaction. It concerns on the relationship between the text and the interaction of the participants (Fairclough, 1989). This stage was conducted by answering four questions as what has been stated in Fairclough’s book as stated before. Those questions are *What’s going on, Who’s involved, In what relation, and What’s the role of Language.*

Explanation stage explores the relationship of the text and the social context (Fairclough, 1989). This stage is conducted through institutional analysis then, it explains the social structures which creates and is created in the text.

This study also employs Linguistics, Sociolinguistics, and Pragmatics study to support the analysis linguistically. In this case, Linguistics referred to “linguistic proper” or the study of grammar in a broad sense, such as morphology, syntax and semantic. Sociolinguistics was employed to know the role of the language used in the text inside a society where the text is used. Pragmatics was used to understand the meaning behind the form of linguistic property. In the other words, it is used to know the implication of the words, or sentences.

The findings which was identified through those stages were then compared to the related studies, theories, and related subject. In this case, the findings were compared to the study of modality, the study of written and spoken communication which were also analyzed through Critical Discourse Analysis. In order to know the culture of North America, this study also used the study of historical culture of North America. Then, the conclusion of power, power relation and the

relation in the financial statute of North America can be obtained.

III. FINDING & DISCUSSION

A. Finding

The result of analysis showed that there are several similarities of power indicator, power relation, and relations of the participants. Those similarities occurred in terms of relational values of words, expressive values of words, and relational values of grammatical features.

A. Relational Values of Words

The statute of Montana and North Dakota use the euphemism expression to convince the reader by using the phrase “is/are

Table 1. Table of Linguistic Features in Statute

		M	N	N
		t	Y	D
Relational values of words	Euphemism Expression: Convincing	V	V	V
Expressive values of words	Transparency Expression	V	V	V
Relational values of grammatical features	Mode			
	Declarative	V	V	V
	Imperative/ Directive	V	V	V
	Grammatical Question	-	-	-
Modal	Medium	V	V	-
	Strong	V	V	V
The use of Pronoun “we” and “you”		-	-	-

entitled” which means “i rule that”. This phrase is expressed in the statute as follows;

“ *the chairman of the legislative management is entitled to receive*” (North Dakota statute),

“*Legislators are entitled to a salary commensurate to...*” (Montana statute).

In the other side, the other statute use the convincing expression directly without any euphemism expression such as “*each member of the legislature shall receive a salary of seventy-nine thousand five hundred dollars per annum*” (New York).

This statute tends to use formality of word to convince the reader . The formality of word employed in this statute are “withheld”, and “defined” as stated in the clause “*the net amount of any such bi-weekly salary installment payments to be paid on or after such day shall be withheld and not paid until such legislative passage of the budget has occurred.....*”.

B. Expressive Values of Words

This feature can be used to show their transparency. This expression mostly expressed through transparency expression. This expression is written in several methods; mentioning the number of compensation, and exposing the procedure to calculate the compensation. This expression is employed in the statutes as follows;

“at the rate of one hundred sixty-seven dollars per day“ (North Dakota statute)

“net amount shall mean gross salary minus any or all of the following deductions:....” (New York)

*“the **daily rate** for an employee earning \$10.33 an hour when the regular session of the legislature”* (Montana).

This expression is stated obviously in all states.

C. Relational Values of Grammatical Features

There are three linguistic aspects related to this feature; modes, modals, and pronouns we and you. Due to the features of the statute under the study, there are only two aspects of it which was analyzed; modes and modals.

1. Modes

The duality of modes occurred in these statutes. It means that there are two kinds of implications manifested in the sentences of these statutes. They are the activity of giving information, and demanding for action. The activity of giving information was targeted to the citizen who only wants to obtain the information of the legislatures salary. In the other side, the activity of demanding for action is targeted to the related institution who read the statutes to obtain an official procedure and command to compose the legislatures' salary. This duality of modes can be easily recognized in the following sentences;

“The members of the legislative management and the members of any committee of the legislative management are entitled to be compensated for the time spent in attendance at sessions of the legislative management and of its committees at the rate of one hundred sixty-seven dollars per day” (North Dakota statute).

“For purposes of this section, net amount shall mean gross salary minus any or all of the following deductions: federal taxes, state taxes, social security taxes, city taxes, payments on retirement loans, retirement contributions, contributions to

health insurance or other group insurance programs, child support and court ordered payments.” (New York statute)

“Legislators are entitled to a salary commensurate to that of the daily rate for an employee earning \$10.33 an hour when the regular session of the legislature in which they serve is convened under 5-2-103 for those days during which the legislature is in session.” (Montana statute).

The sentences above are recognized to contain duality of mode since the readers of these texts can be divided into two groups; Citizens and Treasury of the state. The relation between the legislators and the citizen is known to have less power where the legislators do not have any power to command the citizens. Therefore the implication manifested in the sentences is seen as a declarative mode where it does not have any intention to command the citizens. It can be seen from the intention on these sentences that it explains the citizens about the legislatures salary.

In the other side, those sentences also contain another implication; to command the treasury department for doing something to their salary. It may happen since the relation between them is seen as an unequal relation inside an institution where the legislators earn more power to rule the treasury department in terms of legislators' salary. Therefore the legislators have an authority to command the treasury of the state. It can be seen from the intention of those sentences that the legislators have an aim to demand the treasury department to give them such salary as explained above. This intention can be clearly recognized from the words *“to be compensated for the time spent in...”*, *“net amount shall mean gross salary minus any or...”*, and *“Legislators are entitled to a salary commensurate to...”*. Those words directly command the treasury of the state to give the legislators' salary in a certain method as written in each statute.

2. Modals

The statutes under the study tend to use high and medium level modality. The high level of modality is represented through the modal *“Must”* and *“shall”*. Modal must is employed in North Dakota and Montana, as stated in the clauses *“and must also be paid for expenses incurred in”*

(North Dakota), and *"The hourly rate must be adjusted by"* (Montana).

Meanwhile, the modal *"Shall"* is employed in the statute of New York, for example *"net amount shall mean gross salary minus any or all of the following deductions"* (New York). Those modals were used to show their power and authority of their salary under discussion.

The other modality employed in those statutes are the medium modality *"May"*. This modal is employed in both New York and Montana statute. It has an intention to give possibility for the legislatures to be uncompensated as stated in the clauses below

"...and such other reasonable expenses as may be necessary for the performance of the member's responsibilities as determined by" (New York)

"Legislators may serve for no salary", and "the legislator may not be compensated for the additional day"(Montana).

B. Discussion

It has been stated before that there are three linguistic features used in those statutes. They are relational values of words, and expressive values of words, and relational values of grammatical features.

1. Power

The power of the legislatures can be identified through several linguistics features of the statute. They are the relational values of grammatical features which contains two linguistic aspects; modality and mode.

In terms of modes of the sentences, the duality of modes occurred in these statute. The duality of mode happens in this statute is in the order of Declarative modes which contains demanding for action or usually called as directive. Meanwhile, the duality of mode in terms of declarative which also contains directive also happens in the movie entitled Cellular (Yuliana, 2012). The directive mode in this movie implies the mandatives speech. It means that the locutor gives a duty to the interlocutor as happens in the statute. There stated that this kind of directive is employed to the communication of which participants are in a distant relationship, equal status, and formality of the context(Yuliana, 2012). It supports the findings of this study. The relationship of the participants of the text is quite distant since the participants of the text belongs to cross-governmental institution; legislatures and treasury department. The status of both participants are also equal, where both participants belong to governmental institution. Moreover, looking at its formality, the text belongs to formal text since it belongs to legal text and contains the governmental communication.

In a different aspect, Fairclough also supports this duality of modes that may happen in a sentence through the positioning of subject (1989). It is strengthened with Hu's statement that the role of the subject in a communication (tenor) may influence the mode of the sentence, as happens in the case of Great Gatsby novel which shows that the mode of sentence employed by Nick as the character and also the narrator of the story is different (1984). Santosa (2003) explains what is tenor and mode refers to in systemic functional linguistic. Tenor is the participant involved in the communication, including the status and social role, while mode (which is considered to be different from the mode as explained by Fairclough) is the role of language, including the channel, its function in context, and rhetorical intention; if its intention is to persuade, command, or giving information. In the case of Hu's research, Nick has a dual role as the character who plays the role and the narrator who explains of the story. In consequence, his intention or mode sentence is changed due to his role in the movie. It is similar to the case of the duality mode happens in statute. In this case, the legislatures also has two role; as the information provider and pursuer, and also as the command giver. In consequence of this dual role, the mode of the sentence is affected by the change of subject position in the statute.

The results also show that those statutes often use two kinds of modality; high and medium. In this case, the legislatures only employ the high level modality to maintain their power. The high level modality which is frequently used is the modal *"must"* and *"shall"*. Both modalities show the legislatures power since both modals show the legislatures' obligation towards the salary.

This finding is supported by Cheng who states that the high level of modality may be used to exhibit their obligation and manipulation as well as a strong commitment (2015). In this case, the high level modality is used to exhibit their obligation towards their salary, as well as a strong commitment between the legislatures and the related participants, including the citizens and the related institution. Eventhough, the modality which implies obligation does not always as well as a strong obligation as what Umiyatun said that the obligation is used to emphasize the duties of both participants (2015). It may happen due to the use of pronoun of *"we"* which is employed in the Umiyatun's data. As what has been stated by Fairclough (1989) that the pronoun *"we"* is classified into two classes; inclusive and exclusive. Inclusive *"we"* shows the writers solidarity which involves the reader. meanwhile, the exclusive *we* shows the writers solidarity with another writers of the text. In this case, Umiyatun's data employ inclusive *"we"*. Therefore, the obligation modality following after the pronoun *"we"* emphasizes both participants duties. It is different from the data employed in this study, which begins with the legislatures as subject, and followed by the

reconstructed subject verb “*receive*”. This construction implies the other participants as the object doers, in this case the treasury department or the auditor. Shortly, the obligation modality employed in this data emphasizes the other participants’ duties.

2. The Struggle of Power

It has been generally known that the legislatures have an authority to make law of the state, but it can not be ignored that in a democratic country such as America, the citizens also have a big authority in governmental business; to declare a protest or demonstration whenever the government states a law or policy which degrades them. For that reason, the struggle of power is necessary to face such harmful situation. In this case, the legislatures tend to employ transparency expression to struggle their power.

Transparency is a principle that allows those affected by administrative decisions, business transactions, or charitable work to know not only the basic facts and figures but also the mechanism and process, and it belongs to the duty of the civil servants, managers, and trustees to act visibly, predictably, and understandably (The international NGO Transparency International in Callamard, 2010)

It can be said that transparency expression exposes the process of financial business, to be visibly, predictably, and understandably. This expression is an important thing to be considered, remembering that the states used in this research belong to the prosperity region.

This transparency expression certainly cannot be separated from the kind of this discourse as a media discourse since it is published on its official website. Fairclough (1989) stated that media discourse is a discourse which is designed for public discourse. According to Norris as cited in Callamard, media has three key roles of contribution on democratic government; as a watchdog over the powerfull, a civic forum, and agenda setter (2010, 1237). A watchdog over the powerfull role involving the role of promoting accountability, transparency, and public scrutiny. Meanwhile, the role of civic forum is a role for conducting political debate, facilitating informed electoral choices and action. The last role is a role of policymaker, and strengthening the government responsiveness. In this case, the transparency expression is strongly related to the first key role of media discourse as proposed by Norris. The transparency expression has an important role as a watchdog over the powerfull. It may happen since through the transparency expression, the citizen may oversee the amount of salary earned by the legislatures. Shortly, this transparency expression can be their struggle of power since the citizen are always able to oversee their salary. Therefore, they cannot lose their face whenever there is a demonstration or protest.

IV. CONCLUSION

From the findings and discussion above, it can be concluded that the Legislatures automatically earn more power in this interaction since it is the institution whose authority is to construct a law, or statute. Even though they automatically earn the more power than other participants, they need to maintain their power to defense their position. The power indicator can be recognized through relational values of grammatical features in order to maintain their power.

Relational values of grammatical features contains two linguistic features; modes and modals. The texts under this research have duality of modes. The mode of the sentences change depends on the reader of the texts. It is a command in the occasion that the reader is the related institutions, however this text is an informative-persuasive if the reader is the citizen of the state.

In terms of modality, the relational modalities “*must*” and “*shall*” are frequently used. Those modalities show the unequal power relation among the participants and are used to emphasize their power towards the other institutions.

In terms of Power struggle, the legislatures tend to use transparency expression. Transparency expression takes a big role in discussing the compensation. This expression highlights the amount of the compensation they receive. the legislatures should maintain their face to determine their compensation. It has been generally known that the governmental employees are compensated by the taxes, therefore, the transparency expressions takes a big role in struggling the legislatures power.

The transparency expressions exposes the amount of the compensation, therefore the part of taxes which is used can be predicted. These expressions have a role as that predictable calculation, so that the citizens can be pursued that such amount of compensation is properly given to the legislatures who has accomplished their duty.

The findings and discussion also show that The legislatures earn more power automatically, since they are the information provider. It is similar to the position of the teacher in classroom discourse, but in a written communication. Therefore, the relation among the legislatures, the related institution and the citizen is vertical, where the legislatures’ position is higher than the other. Moreover, the form of written communication emphasizes their position, because whenever there is a feedback for the legislatures, the citizens have to deliver it in a particular way.

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A Register Analysis Related to Gender on Presidential Campaign Speeches of Barack Obama and Hillary Clinton in Pennsylvania Primary

Pitri Yani¹

Abstract — This research aims at revealing the register of Barack Obama and Hillary Clinton's 2008 presidential campaign speeches in Pennsylvania primary, the similarities and differences between the speeches, and the relationship between the speakers' gender and the applied register. This research belongs to descriptive, qualitative, comparative research applying total sampling technique. The transcripts documents of Obama and Hillary's 2008 presidential campaign speeches in Pennsylvania primary were selected as the source of data. The data were examined by using content analysis. The results show that the register constructions of Barack Obama and Hillary Clinton's presidential campaign speeches are depicted in various terms comprising the realization of field, tenor, and mode. They have similar register construction at some points but they also have several different strategies in shaping their campaign speeches. The differences somewhat have correlations with language and gender theories.

Keywords: register, speech, systemic functional linguistics.

I. INTRODUCTION

Register is defined as the language variety based on its use (Santosa, 2003). It can be used to figure out the realization of texts as well as the world views of the writers or the speakers. A number of studies about register have been commonly undertaken in Indonesia (Gunadi, 2007; Harsini, 2007; Intanniza, 2010). Unfortunately, all of the previous studies focus on written channels such as news texts, opinion texts, advertisements, and editorials. Moreover, none of them examined the realization of register in different gender. The previous studies focus on general media. Hence, it is unable to conduct further investigations about language and gender in terms of the register construction.

In addition, a study about language and gender has been accomplished by Newman *et al.*, (2008). The study has explored language and gender by using linguistics approach. However, the study only focus on very small elements named adjectives, function words, or other linguistics features to distinguish the differences of language construction between male and female. It has not employed the metafunctions analyses to draw more comprehensive comparison of language

between male and female as a whole especially regarding the register construction.

Besides, Briliani (2014) has undertaken a study about the interpersonal meaning of presidential campaign speeches delivered Barack Obama and Hillary Clinton in New Hampshire. The results show that Barack Obama has unequal status with the audiences and the participants as well as the issues mentioned within the speeches. Both Barack Obama and Hillary Clinton give positive affect towards the audiences and negative affect towards the participants and the issues mentioned within the speeches. Furthermore, both of them shape their campaign speeches in familiar and readable language as well as the involvement of the audiences

Therefore, the research about register on presidential campaign speeches delivered by Barack Obama and Hillary Clinton in Pennsylvania primary aims at fulfilling the research gaps of the previous studies about register and language and gender. It examines register on spoken channel as well as language and gender based on Systemic Functional Linguistics comprising the metafunctions analyses in order to provide more comprehensive results. In addition, this research aims at explaining the language variety performed by Barack Obama and Hillary Clinton compared to the results of previous study established by Briliani (2014).

II. METHODOLOGY

This research is depicted in qualitative, descriptive and comparative study applying total sampling technique. The source of data of this research are the transcript documents of Barack Obama and Hillary Clinton's presidential campaign speeches delivered in Pennsylvania primary on April 22, 2008. The data of this research are all clauses covering all linguistics elements of register employed on Barack Obama and Hillary Clinton's speeches. The data were examined by using content analysis in order to determine the register construction of the speeches.

III. FINDING & DISCUSSION

Register is organized into three variables by the realization of metafunctions. The three register variables are field, tenor, and mode. Field deals with the social activity. It explains what is happening, the nature of the social action which is taking place and the

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participants which are engaged in. Tenor deals with the relationship between the participants. It explains who is taking part, the nature of the participants including their statuses and roles, and what kinds of role relationship which are obtained. Mode deals with the role of the language. It explains what part language is playing, the formulation of the language, the symbolic organization of the text, and its function in the context (Halliday & Hassan, 1985; Martin & Rose, 2003).

According to the realization of field, generally both speeches delivered by Barack Obama and Hillary Clinton are dominated by material process. The other types of processes are found but they are not as significant as the material process. The speeches are mainly shaped by using unmarked topical theme and the major employment of descriptive lexis. Those findings indicate that both Barack Obama and Hillary Clinton mainly want to tell the audiences about the happenings occurred during the presidential campaign, the physical actions that they have done during the presidential campaign and the resolutions comprising physical actions about what they will do when they run the government as the next president. Santosa (2003) argues that material process is the process which shows that the participants in a text undergo certain physical actions. Besides, material process deals with the process of doing and happening.

In addition, Barack Obama and Hillary Clinton employ different strategies in persuading the audiences to support the material process employed within the speeches. It is portrayed by the way how Barack Obama and Hillary Clinton organize the arguments of their speeches. Despite the dominant use of material process, Barack Obama employs more mental process whereas Hillary Clinton employs more attributive relational process. It indicates that Barack Obama tries to persuade the audiences by using his personal thought, beliefs, and feeling. It aims at making the audiences share and have the same mental perceptions with him. On the other hand, Hillary Clinton uses more attributive relational process which indicates that she tries to persuade the audiences by using her viewpoints, opinion, and judgment about certain topics and issues. It aims at making the audiences have similar view points, opinion, and judgment towards certain topics with her. According to Santosa (2003), mental process deals with the psychological process representing the way of sensing, thinking, and feeling whereas attributive relational process deals with the activity of relating a participant to the other participants by giving attributes. The difference in persuading the audiences performed by Barack Obama and Hillary Clinton portrays a distinctive language strategy executed by men and women since men and women have different strategy in persuading and influencing the other people (Lips in Briliani, 2014). Moreover, Briliani (2014)

found that Barack Obama's mental perception and Hillary Clinton's personal viewpoints are mainly used in exchanging information with the audiences in New Hampshire campaign. Furthermore, the study conducted by Newman *et al.* (2008) also shows that men and women have different style in performing the language. Unlike this research, the research accomplished by Newman *et al.* (2008) focuses on written channel as the data.

The analysis of Barack Obama and Hillary Clinton's strategy in persuading the audiences in Pennsylvania primary has different result from the investigation of Barack Obama and Hillary Clinton's strategy in persuading the audiences in New Hampshire undertaken by Briliani (2014). In Pennsylvania primary, both Barack Obama and Hillary Clinton employ dominant material process comprising physical actions. On contrary, Barack Obama and Hillary Clinton have different strategies in persuading the audiences in New Hampshire. Barack Obama employs more material process covering physical actions whereas Hillary Clinton employs more mental behavioral process covering her concern and mental deed towards the issues presented within the speeches

According to the realization of tenor, the speeches of Barack Obama and Hillary Clinton are massively depicted in declarative and proposition clauses followed by several interrogative, imperative and proposal clauses. Besides, types of modality which are often used by Barack Obama and Hillary Clinton are probability and inclination. They only perform usuality and obligation several times. Descriptive lexis dominate the speeches even though attitudinal lexis comprising the speakers' judgment and attitude are also found. Tenor itself covers three elements namely status, affect, and contact. In terms of status, both Barack Obama and Hillary Clinton share the same strategy. Both of them have equal status with the audiences and unequal status with the participants mentioned within the speeches as well as the issues presented within the speeches. Status itself deals with the relative position of the interlocutors or participants in a social hierarchy (Martin, 1992). The status between the speakers and the audiences in Pennsylvania primary is different from the status between the speakers and the audiences in New Hampshire. Briliani (2014) found that the status between the speakers and the audiences in New Hampshire is unequal. On contrary, the status between the speakers and the audiences in Pennsylvania primary is equal and also unequal in certain cases.

The status between the speakers and the audiences is equal because both Barack Obama and Hillary Clinton dominantly shape their thesis, arguments, and reiteration in indicative declarative and proposition as the realization of exchanging information. In exchanging information itself, Barack Obama and Hillary Clinton use the modality of probability

frequently and several modalities of usuality. These phenomena show that both Barack Obama and Hillary Clinton position themselves to have equal status with the audiences. They merely focus on giving information to the audiences about certain topics regarding the campaign, election, and their resolutions. This strategy is used to persuade the audiences without showing that they have higher power and authority in order to make the audiences share the same thought with them. Moreover, both Barack Obama and Hillary Clinton often employ personal pronoun 'we' referring to the speakers (Barack Obama and Hillary Clinton) and the audiences. It aims at showing that the speakers and the audiences are in the same position. Both the speakers and the audiences face the same problems and both of them have the same dreams about a better future of America. However, Barack Obama and Hillary Clinton also have unequal status with the audiences in certain cases. It is portrayed by the employment of proposal and imperative clauses within their speeches. The employment of proposal and imperative clauses indicates that they demand certain exchange of goods or services from the audiences. It is believed that demanding something from other people show that someone is having a higher status. Barack Obama demands services from the audiences by using direct imperative clauses as shown in the clause "*But don't ever forget*". On the other hand, Hillary Clinton demands the services from the audiences by using the words '*let me*' and declarative clauses as depicted in the clause "*Tonight, more than ever, I need your help*". It indicates that Hillary Clinton wants to minimize her power, authority and the degree of command towards the audiences. It aims at making the audiences have less size of imposition regarding Hillary Clinton's demands.

The way how Barack Obama and Hillary Clinton execute the activity of demanding services from the audiences has a correlation with language and gender theories. The theories claim that women are considered to speak more politely than men. They tend to use indirect form and positive politeness. On contrary, men tend to speak and perform the language more assertively. They also commonly speak more authoritatively in public than women. (Eckert & McConnell-Ginet, 2003; Holmes, 1995; Lakoff, 1975; Mills, 2003; Trechter, 2003). Those theories are proven by the way how Barack Obama and Hillary Clinton demand goods or services from the audiences. Barack Obama uses direct command which is depicted in the imperative clause "*But don't ever forget*". It shows that Barack Obama tends to speak assertively and authoritatively as a man. Meanwhile, Hillary Clinton tends to use indirect form as depicted in declarative clause "*Tonight, more than ever, I need your help*" and positive politeness '*let me*'. The use of declarative clause indicates that Hillary Clinton demands certain services from the audiences even though the clause is not formulated in imperative clause. Hillary Clinton chooses the declarative form in order to minimize the

degree of imposition from the audiences. Besides, she uses positive politeness by employing the word '*need* and *help*' meaning that she tries to minimize her power, authority, and the degree of imposition. The other positive politeness as depicted in the phrase '*let me*' indicates that Hillary Clinton asks permission from the audiences for doing certain action. In addition, according to Xiang's (2016) the construction of '*let*' followed by certain nominal group such as *me, us, him* shows that there is a kind of an influential process.

The strategy of demanding services from the audiences executed by Barack Obama and Hillary Clinton supports the research undertaken by Wikandhita (2013). The research shows that women command more politely and use more politeness strategies than men. Hence, Hillary Clinton, as a woman, tends to use more politeness strategy depicted in indirect form shown in declarative clause and positive politeness depicted in '*let me*' rather than Barack Obama, as a man, who tends to use direct form depicted in imperative clause. Moreover, these phenomena support and strengthen the investigation undertaken by Briliani (2014) about the interpersonal meaning of Barack Obama and Hillary Clinton's campaign speeches in New Hampshire. The investigation shows that Barack Obama tends to use direct form in demanding services whereas Hillary Clinton tends to use indirect form. However, Hillary Clinton has different strategy in executing the indirect form in New Hampshire and Pennsylvania primary campaign speeches. She formulates the indirect form by using the positive politeness '*let us*' in New Hampshire campaign. It aims at building up the solidarity as well as the involvement of the audiences. Differently, she uses declarative clauses and positive politeness '*let me*' in Pennsylvania primary. This strategy aims at minimizing the power, authority, as well as the size of imposition from the audiences.

Similar to Briliani's (2014), the status between the speakers and the participants as well as the issues mentioned within the speeches is unequal. The unequal status with the participants mentioned within the speeches and the issues presented within the speeches occurs due to the fact that both Barack Obama and Hillary Clinton position themselves as the people who give judgment and evaluations towards the other participants and the issues. Status can be equal and unequal and it depends on whether or not the social ranking of the participants is comparable (Martin, 1992). Giving judgment and evaluation indicates that the speakers (Barack Obama and Hilary Clinton) have a higher power and position. Barack Obama employs mental process along with preposition and unmarked topical theme to give his evaluation towards John McCain. Barack Obama gives judgment and evaluation towards John McCain by opposing his beliefs by showing the reality occurred in the society. Barack Obama argues that John McCain's beliefs are on the contrary with the society. Meanwhile, Hillary Clinton

also gives her evaluation towards her opponent by using attributive relational process followed with proposition and unmarked topical theme. Hillary Clinton even adds the attitudinal lexis '*formidable*' to strengthen her evaluation. The employment of attribute relational process portrays the fact that Hillary Clinton judges and evaluates other participants by using her viewpoint and opinion.

In addition, Barack Obama and Hillary Clinton have unequal status with the issues presented within the speeches. The main issues presented on the speeches are the presidential campaign and the resolutions to overcome the problems occurred in America. Both Barack Obama and Hillary Clinton position themselves as the advisors and evaluator who know the issues and how to deal the issues. Both of them merely use material process or attributive relational process along with proposition/proposal and unmarked topical theme to give the evaluations towards the issues presented within the speeches. Barack Obama gives evaluation about the reason why they should success the campaign and the election. It deals with the problems occurred in health and economy. A number of citizens lost their jobs. They could not pay their medical and insurance bills, school and college tuition, and also the mortgage payment. These problems can be overcome by running the election successfully. Thus Barack Obama is able to realize his resolutions in overcoming the problems when he takes over the government. On the other hand, Hillary Clinton proposes her suggestions to stop talking about the problem in economy, health, and education and start working to overcome those problems. She proposes on providing affordable health insurance and education tuition, independency on foreign oil, and the improvement on schools.

In terms of affect, Santosa (2003) distinguishes the condition of affect into positive and negative. Positive affect is signified by the activity of supporting, praising, agreeing, and respecting done by a participant to the other participants. On the other hand, negative affect is signified by the activity of mocking, disagreeing, opposing and criticizing done by a participant to the other participants (Santosa, 2003). Barack Obama and Hillary Clinton give positive affect towards the audiences and the issues presented within the speeches. It is portrayed by the use of positive attitudinal lexis employed by both speakers. Both Barack Obama and Hillary Clinton employ a number of attitudinal lexis and descriptive lexis and also the involvement of modality. The attitudinal lexis used to address the audiences are mostly positive and the descriptive lexis are merely used to reveal the facts and reality. Hence, it can be said that both Barack Obama and Hillary Clinton give positive affect towards the audiences. They merely see the audiences positively. Referring to the results found by Briliani (2014), the realization of affect in New Hampshire and Pennsylvania primary campaign speeches is similar and different at some points. The similarity lies on positive affect given by the speakers

towards the audiences. The difference lies on the affect given by the speakers towards the issues presented within the speeches. Barack Obama and Hillary Clinton give negative affect towards the issues presented in New Hampshire speeches whereas the positive one is given towards the issues presented in Pennsylvania campaign speeches.

In addition, Barack Obama and Hillary Clinton judge the audience positively due to the fact that the audiences' votes are the major factor to success the election. Barack Obama judges the audiences positively by promising that he will always listen to Americans and ask them to be a part of the changes when he takes over the government. It indicates that as the candidate of president, Barack Obama adores the audiences very much. He wants to be a president who always pays attention to his fellow citizens. He believes that the citizens' opinion, support, and agreement are very important. Thus, he wants the audiences to take parts when he runs the government. The medium modality '*will*' shows Barack Obama's confidence about fulfilling his promise later when he runs the government. Similarly, Hillary Clinton also gives positive judgment towards the audiences. It can be seen from the statement that she is in the election to fight for the audiences. Hillary Clinton wants to fight for Americans to have a better life when she takes over the government through the resolutions delivered within her campaign speech. She also states that the audiences, the citizens, and all Americans are worth fighting for. The positive polarity '*are worth fighting for*' strengthens the fact that Hillary Clinton judges the audiences positively.

Furthermore, both Barack Obama and Hillary Clinton merely bring the resolutions for a better America as the topic of their campaign speech. Similarly, both of them view the resolutions for a better America positively. It can be seen from their arguments, statements, and opinion regarding the resolutions that they have made. Barack Obama believes that if the resolutions which he has made before run well, it will bring so many benefits. He and the US citizens will regain the government as well as the trust of people about their leaders. It seems that previously the leaders were not quite transparent and they could not run the government well. Hence, the resolutions made by Barack Obama are expected to bring positive changes. Meanwhile, Hillary Clinton has the resolutions to overcome the problems in health such as autism, Alzheimer, cancer, and diabetes.

Besides, Barack Obama and Hillary Clinton give different affect towards the participants mentioned within the speeches. Barack Obama gives negative affect towards John McCain by opposing his beliefs about Iraq War and economic policies. Meanwhile, Hillary Clinton gives positive affect towards her families and friends by thanking them and praising them for their supports and love. John McCain merely wants to continue what George Bush did when he took

over the government. Barack Obama assumes that it will only cause mess in many sectors. Barack Obama denies John McCain's beliefs about George Bush's economic policies which are said as 'great progress' and George Bush's Iraq policy which is said as 'a success'. He opposes John McCain's beliefs by stating that US citizens have not seen what John McCain claimed before. Barack Obama gives negative judgment by opposing John McCain's beliefs and resolutions through the use of mental process showing Barack Obama's thought. On the other hand, Hillary Clinton gives positive affect towards her friends and her families who always support her in every time. She also appreciates the soldiers who have fought for world peace. Hillary Clinton appreciates those people because they always encourage and support her to fight for a better America. Hillary Clinton summons Governor Rendell, Mayor Nutter Lieutenant Governor Catherine Baker Knoll, State Treasurer Robin Wiessmann, and State Party Chair T.J. Rooney within her speech. They are Hillary Clinton's friends in congress. It seems that they always give support to Hillary Clinton to be the next president so Hillary Clinton praises and thanks them on her campaign speech. Hillary Clinton also adores and thanks her families for their love and support.

According to the realization of contact and mode, the speeches of Barack Obama and Hillary Clinton are majorly depicted in complex clauses followed by simplex and minor clauses. The clauses are mainly formulated in congruent lexis even though the incongruent lexis are also found. Besides, there are 11 lexical repetitions performed by Barack Obama and Hillary Clinton during the speeches. This result signifies that both Barack Obama and Hillary Clinton shape their speeches in a familiar, readable, and easy to understand ways as well as the involvement of the audiences in realizing the contact of the speeches. Those results are quite similar with the investigation undertaken by Briliani (2014) even though the results are gained from different data. Contact concerns with the familiarity and readability of the language as well as the degree of involvement of the interlocutors within a text (Martin, 1992). Even though Barack Obama and Hillary Clinton employ a number of complex clauses, the audiences are still able to catch the points easily due to the employment of logical relation as depicted on several conjunctions. Barack Obama and Hillary Clinton use congruent lexis dominantly. Congruent lexis realizes the reality directly into the symbol (Santosa, 2003). Hence, it provides the audiences familiar words. Barack Obama and Hillary Clinton also employ abstraction as portrayed from the use of incongruent lexis. However, the audiences are quite familiar with those abstractions such as *campaign* and *election* and it does not cause any problem for the audiences to understand the speeches.

Besides, both Barack Obama and Hillary Clinton also use lexical repetition in shaping their speeches.

Barack Obama and Hillary Clinton often repeat similar phrases frequently as the starting points. It enables the audiences to catch the main points more easily since the speakers often repeat the main points in the beginning of several clauses. The phenomenon of lexical repetition is also found in New Hampshire campaign speeches examined by Briliani (2014). It then indicates that lexical repetition can be used as a formula to deliver the speeches more effectively (Cockcroft & Cockcroft in Briliani, 2014).

Furthermore, both Barack Obama and Hillary Clinton involve the audiences on their campaign speeches. It is portrayed by the employment of personal pronoun 'we' referring to the speakers and the audiences. The use of this personal pronoun indicates that Barack Obama and Hillary Clinton and the audiences are in the same position. Both the speakers and the audiences want a better America so both of them should work together in order to achieve what they have dreamed before. The personal pronoun 'we' mentioned in the campaign resolutions shows that both Barack Obama and Hillary Clinton want the audiences to take a part in executing and undergoing the resolutions to make a better America.

Lastly, Santosa (2003) argues that mode deal with the language used in the text, whether it is spoken, written, or the combination of both of them. According to the realization of mode, both Barack Obama and Hillary Clinton shape their speeches in tend-to-be-spoken style. It is portrayed by the employment of complex clauses and congruent lexis. The tend-to-be-spoken style matches with the type of the texts. The texts are speeches which are usually delivered orally. Thus, they are very suitable to be delivered in tend-to-be-spoken style. Even though the data are different, the result is similar to the study established by Briliani (2014). Both New Hampshire and Pennsylvania primary campaign speeches are designed in tend-to-be-spoken style.

Furthermore, the speeches themselves are designed in one-way communication. It is portrayed by the dominant use of indicative, declarative, and proposition. It indicates that both Barack Obama and Hillary Clinton want to inform the audiences about certain topics presented within their speeches. However, Barack Obama and Hillary Clinton also construct their speeches in two-way communication in several parts. It is signified by the employment of interrogative depicting proposition clauses and imperative depicting proposal clauses within the speeches. Barack Obama and Hillary Clinton also demand certain information and good or services from the audiences. Barack Obama creates his two-way communication when he is delivering his arguments. Meanwhile, Hillary Clinton creates her two-way communication when she is delivering the reiteration and ending of her speech. The two-way communication performed by Hillary Clinton in her reiteration also aims at asking for agreement from the audiences to do certain actions in the future. In

addition, whether the campaign speeches are designed in one-way or two-way communication has not been investigated by Briliani (2014)

IV. CONCLUSION

There are several conclusions which can be drawn from the analysis of lexicogrammar used to realize the register of Barack Obama and Hillary Clinton's presidential campaign speeches in Pennsylvania primary. First, in terms of field, Obama and Hillary particularly use the campaign speeches as a media to inform and persuade the audiences by exploring physical actions to reveal what happened during the presidential campaign and the resolutions about what they will do as the next president. However, Obama tends to persuade the audiences by using mental perceptions covering his thought and believe while Hillary uses her personal viewpoints. Second, in terms of tenor, the status between the speakers and the audiences is equal due to the dominant use of proposition clauses used to give information. Unequal status is also found when Obama demands services from the audiences by using direct command showing men's assertiveness while Hillary uses indirect command showing women's positive politeness. Barack Obama and Hillary Clinton have unequal status and positive affect towards the issues mentioned within the speeches. They also have unequal status with the participants mentioned within the speeches as depicted on negative affect given by Barack Obama and the positive one given by Hillary Clinton. The speeches are formulated in familiar, readable, and easy to understand way. Moreover both Barack Obama and Hillary Clinton involve the audiences especially in fulfilling the future resolutions. Third, in terms of mode, Obama and Hillary shape their speeches in tend-to-be-spoken style and one-way communication. Lastly, the results have several similarities and differences compared to the previous studies talking about the same subject and topics.

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An Analysis of Techniques and Quality of Translation of Automotive Terms in Chevrolet Orlando Manual Book

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Abstract—The purposes of this study are to find out the techniques used by the translator and to identify the quality of the translation in terms of accuracy, acceptability and readability of the automotive terms of Chevrolet Orlando manual book. There are 77 data of automotive terms and their translation found in Chevrolet Orlando manual book. The analysis shows that there are 6 techniques used by the translator in translating the automotive terms. They were Amplification (2), Pure borrowing (8), Naturalized borrowing (9), Established equivalent (34), Generalization (1), Literal translation (2), and combination techniques (22). The analysis on the translation accuracy indicates that 71 data (92.2%) are categorized as accurate. In terms of acceptability reveals that 64 data (83.1%) are categorized as acceptable. The analysis of readability indicates that 53 data (68.8%) are categorized as readable. The techniques resulting translation with the highest level of accuracy are established equivalent and amplification. The techniques resulting translation with the highest level of acceptability are pure borrowing and established equivalent. The techniques resulting translation with the highest level of readability are pure borrowing and naturalized borrowing.

Keywords: translation, manual book, automotive terms

I. INTRODUCTION

Indonesia is a big country with the high mobility of the people. Therefore, Indonesia is one of the biggest vehicles population countries in the world. But ironically, there are few local-vehicle companies in this market. Most cars in Indonesia are imported from other countries, so that is why there are many car companies distribute their product in Indonesia.

One of the most famous cars company in Indonesia is Chevrolet, a popular vehicle company which since 2002 launched their products in Indonesia. For every vehicle they made, Chevrolet provides manual book in many different languages based on countries where its product is launched.

Translating an automotive manual book is different from translating book, novel, and others, since it contains many technical terms, especially automotive terms. Terminology or term is different from a word. A word is general and can be understood by everyone and

is used in daily conversation. It is a part of LGP (Language for General Purpose). Meanwhile, terms are associated with LSP (Language for Special Purpose). LSP cannot be understood by everyone. Terms are furthermore associated with special subject, for example automotive, physic, literature, etc. Therefore, translating automotive terms need a special knowledge. This is homework for the translator to make the terms acceptable and understandable for everyone, because manual book is read by everyone. Translating automotive terms is something unique, the word choice and the technique used should be precise to make a qualified translation.

Research on technical terms have been conducted by a number of researchers, for example, research about Chemistry terms, Computer terms, Economical terms, and other.

A research about terminological issues in the translation of Chemistry Terms from English to Northern Sotho (M.J Ncahbeleng:2011) indicates a problem that there are lack of standardized chemistry terminology of English to Northern Sotho, a language that exists in Africa. There are only few of LGP dictionaries that can be used as source of the technical terms. Many translators might face the same problem, so I think the standardized terminology is an essential thing in translation studies.

In other hand, some researches about computer terms have the same finding that borrowing is the most preferred technique used by the translators of computer terms. In here, the research studied (Halimatussa'diah:2008 and Sari:2009) about computer terms translated from English (Source language) to Bahasa Indonesia (Target language). The research shows that borrowing technique is used more because the number of new words for new concept in technical computing has been increasing immensely. The rapid technical computing words causes the dictionaries to be less in power, therefore translator encounter some difficulties in translating technical terms. The same issue probably will not occur in the translating automotive terms since the new words do not increase as many as in translating computer terms.

Besides borrowing, the other techniques used by translator of computer terms are coinage, then compensation, paraphrase and the use of translator's

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note. Sari (2009) indicates that half of techniques used in translating computer terms is borrowing, following by calque, literal translation, and transposition. A research about technical translation of economic terms has also been conducted. The finding is that borrowing technique is also used most in economic terms, following by calque, literal translation, transposition, adaptation and equivalence (Siregar:2009).

Again, in 1999 a research on translation of technical terms from English to Swahili has been conducted. Different to other research above, calque is the major technique used to translate technical terms to Swahili (KitulaKing'ei: 1999). The other technique is borrowing, but it becomes interesting because the borrowing words are taken from other African language. This is because most scientific terms in English may seem unpronounceable in Swahili form.

Based on the review above, translating technical terms in chemistry terms, computer terms, economical terms, etc. has different level of difficulties. The mother tongue and culture of the target readers may affect the technique used by the translator to translate technical terms. Therefore, a research on translation technique and quality of automotive terms has not been enough studied since the same problem such as the diversity of culture and mother tongue, the limited dictionaries and glossaries, etc. may appear in this research of translation of automotive term. Therefore, the manual book of Chevrolet Orlando is chosen because they contain enough automotive terms.

II. METHODOLOGY

The research uses a descriptive qualitative method. This research also uses descriptive method, in which someone is doing an investigation by analyzing data and making an interpretation of the analysis. The interpretation leads to a conclusion. The descriptive method aims only to describe a translation phenomenon and does not draw any hypothesis. Data sources, the primary data of this research are the automotive terms and the information from the informants. The other data are the information that was given by the raters and respondents. The secondary data was taken from the internet about the information of the car and other things related to the automotive terms. The data were analysed using domain analysis, taxonomy analysis, componential analysis, and cultural theme analysis (Spradely, 1980).

III. ANALYSIS AND DISCUSSION

After analysing the data, techniques applied by the translator in translating the automotive terms of Chevrolet Orlando are finally identified as well as the translation quality in terms of accuracy, acceptability, and readability.

A. Translation techniques

There are 7 out of 18 techniques based on Molina and Albir used by the translator to translate the automotive terms. They are established equivalent, borrowing, literal translation, amplification, generalization, particularization, and transposition. There are also several combinations of translation techniques applied by the translator. They are (1) amplification, 2 data or 2.6%; (2) pure borrowing, 8 data or 10.3%; (3) naturalized borrowing 9 data or 11.6%; (4) established equivalent, 34 or 44.2%; (5) generalization, 1 datum or 1.3%; (6) literal translation, 1 datum or 1.3%; (7) established equivalent & pure borrowing, 7 data or 9.0%; (8) established equivalent & naturalized borrowing, 6 data or 7.8%; (9) established equivalent & literal translation, 1 datum or 1.3%; (10) literal translation & pure borrowing, 1 datum or 1.3%; (11) literal translation & naturalized borrowing, 1 datum or 1.3%; (12) literal translation & particularization, 1 datum or 1.3%; (13) generalization & pure borrowing, 1 datum or 1.3%; (14) established equivalent, pure borrowing, & naturalized borrowing, 1 datum or 1.3%; (15) established equivalent, amplification, & naturalized borrowing, 1 datum or 1.3%; (16) established equivalent, transposition, & naturalized borrowing, 1 datum or 1.3%; (17) literal translation, pure borrowing, & naturalized borrowing, 1 datum or 1.3%.

From the research, the translation technique that is most frequently used is established equivalent. It has been used to translate 34 data or 44.2% from overall data. Followed by naturalized borrowing technique, that has been used to translate 9 data or 11.6% from overall data. And, pure borrowing technique that has been used to translate 8 data or 10.3% from overall data.

B. Translation Quality

Translation quality consist of three elements; Accuracy, Acceptability, and Readability. In terms of accuracy, there are 71 data or 92.2% categorized as accurate, 5 data or 6.5% categorized as less accurate, and 1 datum or 1.3% categorized as inaccurate. In terms of acceptability, there are 64 data or 83.1% categorized as acceptable, 12 data or 15.6% categorized as less acceptable, and 1 datum categorized as unacceptable. In terms of readability, there are 53 data or 68.8% categorized as readable, 20 data or 26% categorized as less readable, and 4 data or 5.2% categorized as unreadable.

C. Discussion

Based on domain of the source text, the discussion is divided into three domains; Engine, Body, and Electricity.

Engine- From 77 data, there are 23 data that are categorized in domain of Engine. Eighteen data are translated using single technique and five data are

translated using combination of two techniques. Established equivalent is the most preferred to translate the terms of engine, there are seven data or 30.4% use this technique.

Previous research on technical term (basketball terms) by Rizky in 2015 also shows that technique used most to translate basketball terms from English to Bahasa Indonesia is established equivalent. The percentage of this technique reaches 50%. The accuracy of the translation is 84.3% accurate, the acceptability of this research is 93.7% acceptable. Thus, established equivalent is the most suitable technique to translate technical terms.

The summary of automotive terms of engine translated using established equivalent technique has the accuracy mean of 3 or considered as accurate, acceptability mean 2.9 or considered as acceptable, and readability mean of 2.8 or considered as readable.

Body- From the 77 data, there are 29 data that are categorized in domain of Body. Twenty two data are translated using single technique, seven data are translated using combination of two techniques, and one datum is translated using combination of three techniques. Established equivalent is again the most preferred technique used by the translator in translating automotive terms, including in the domain of body. Eighteen data or 62% from 29 data of automotive terms of body are translated using established equivalent technique.

Based on several researches, translating technical terms are identical with established equivalent. First, Hermanto's (2013) analysis of physical terms shows that almost 39% data are translated using established equivalent technique. There are 59 of 152 data translated using this technique, with the quality of 91.5% accurate and 95% acceptable.

Second, Retno's analysis in 2011 also indicates that established equivalent technique is the first option for translating technical terms. In her research there are ten techniques used to translate scientific terms. Established equivalent is the most used technique with the sum of 32% data, in which 100% accurate and 100% acceptable. The high frequency of established equivalent technique might be an indication of how match this techniques to be applied in translating technical terms, including in translating automotive terms. The quality is also not disappointing as can be seen through two researches above.

The summary of automotive terms of body translated using established equivalent technique has the accuracy mean of 2.7 or considered as accurate, acceptability mean 2.5 or considered as acceptable, and readability mean of 2.8 or considered as readable.

Electricity- From the 77 data, there are 25 data that are categorized in domain of Electricity. Fifteen data are translated using single technique; seven data are

translated using combination of two techniques, and three data are translated using combination of three techniques. Again, established equivalent become the most preferred technique used to translate automotive terms of electricity. From 25 data, there are nine data or 32% using this technique.

Based on some technical terms researches, established equivalent is in the first place as the most often technique used by the translator to translate technical terms. Rizky's (2015) analysis on basketball terms, translated terms using established equivalent reaches 50% of the data, Hermanto (2013) finds out 38.8% data translated using this technique, and Retno (2011) also states that 32.2% data are translated using established equivalent. All of the researches mentioned above also analyze the quality of the translation with the result are categorized as accurate and acceptable.

The summary of automotive terms of electricity translated using established equivalent technique has the accuracy mean of 3 or considered as accurate, acceptability mean 2.7 or considered as acceptable, and readability mean of 2.6 or considered as readable.

IV. CONCLUSION

The finding of this research shows that the translation of automotive terms of Chevrolet Orlando manual book from English to Bahasa Indonesia are categorized as accurate, acceptable, and readable. In terms of translation techniques, the techniques with most accurate, acceptable, and readable data are established equivalent and borrowing.

In conclusion, the dominant techniques that produce accurate, acceptable, and readable translations are established equivalent and borrowing. But, this does not mean every technical term apply those techniques. A research of computer terms has a finding that borrowing is the most frequently used technique, while established equivalent has only few data translated. Most data of automotive terms translated using established equivalent because the terms already have recognized translations in the target language. Whilst in translation of computer terms, the new words are increase rapidly, and the solution to translate the terms is by using borrowing technique. This kind of problem might happen in other field of technical terms translation.

The diversity findings of several researches on technical terms indicate that there is no specific technique used to translate the terms. It might be because there are numbers of fields in technical terms, such as economic terms, chemistry terms, physic terms, automotive terms, etc.. Each field has its own characteristics, and that is why each field apply different kinds of techniques. But further research are badly needed, especially analysis of automotive terms, because there is less research on it.

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The Translation Quality of Amplification Technique of The Novel Entitled The Casual Vacancy

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Abstract — This article aims to describe the translation quality of amplification technique of novel *The Casual Vacancy*. It will also be argued whether amplification technique gives good impact on translation quality. The translation quality includes accuracy, acceptability, and readability.

Many implicit meanings are found in the novel. One of the ways to translate implicit meaning is by using amplification technique. Translators are required to understand the implicit meanings in using amplification in order to fully convey them in Target Text (TT). Informants are needed to find out the quality of amplification technique in terms of translation accuracy, acceptability, and readability.

The result shows that amplification gave positive impact on the translation quality. The translation accuracy, acceptability, and readability of amplification technique are judged to have high scores. Thus, the translation quality of the novel *The Casual Vacancy* can be concluded to be accurate, acceptable, and readable. It proves that the level of translation quality is high.

Keywords: translation technique, amplification technique, novel, translation quality.

I. INTRODUCTION

There are at least two reasons why the novel *The Casual Vacancy* was chosen to be the source of data. First, the novel *The Casual Vacancy* is a long literary work. Second, the novel is distributed around the world. Based on the two reasons, a new problem emerges. The problem is how people in the world understand a long literary work in a foreign language. One of the ways to answer the problem is by using translation.

There is one most occurred case in the novel *The Casual Vacancy*. The novel contains many implicit meanings. One of many ways to translate implicit meaning is by using amplification. It is not easy since the meaning is hidden and the translation has to find and make it explicit in the target text.

A translator has to have high skill in using amplification to produce a good translation of implicit meaning. The translator should fully understand and be aware of the hidden meaning in the source text. Therefore, applying amplification requires a high skill and awareness of implicit meaning. Those are the

reasons why amplification technique is chosen in this study.

The amplification technique has not yet been deeply studied in the previous researches. Pierini (2007) conducted a research focusing more on quality in web translation. The research entitled "*Quality in Web Translation: An Investigation into UK and Italian Tourism Web Sites*" shows that the translation only produced a 'natural' TT without errors. The TT, as a whole, makes sense within the context, yet, the translation weakens the persuasive effects. The tourist texts were found amusing but they do not communicate well.

In another previous study, Fiederer and O'Brien (2009) conducted a research which focuses on the translation quality made by Machine Translation (MT). They set three parameters *clarity*, *accuracy*, and *style*. The research found that the machine translated output was judged to be of higher *clarity* and *accuracy*, while the translations were judged to be of better *style*.

Still discussing translation quality, poetry also became the main subject of translation quality assessment. Faghih and Jaza'ei (2015) conducted a research entitled "*A Translation Quality Assessment of Two English Translations of Nazim Hikmet's Poetry*". They assess the translation quality using 'error categorization'. The errors are further categorized into (1) *Not Translated*, (2) *Slight Change of Meaning*, (3) *Significant Change of Meaning*, (4) *Distortion of Meaning*, (5) *Breach of the Source Language System*, (6) *Creative Translation*, (7) *Cultural Filtering*. The research found that the translation by Ruth Christie, Richard Mc Kane, and Talat Sait Halman has fewer errors than the second translation by Randy Blasing and Mutlu Konuk. It can be said that the translation by Ruth Christie, Richard Mc Kane, and Talat Sait Halman has better quality than the translation by Randy Blasing and Mutlu Konuk. However, both translations provide the best examples of poetry translation.

Nevertheless, it appears that translation quality of amplification has never been deeply studied previously. Therefore, this article focuses on analyzing the impact of amplification technique on translation quality. The novel entitled "*The Casual Vacancy*" provides many cases of implicit meanings translated using amplification. The novel is considered to be the best source of data.

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Considering the reasons above, I am interested to conduct a research focusing on the analysis of translation quality of amplification technique in the translation of novel *The Casual Vacancy* from English into Indonesian. I also try to describe whether amplification technique gives good impact on translation quality. The translation quality includes accuracy, acceptability, and readability.

II. METHODOLOGY

There are two types of data. The first data are the applications of amplification technique in the form of noun and noun phrase. The second data are the information provided by informants. There are two sources of data. The first source of data in this research is the novel *The Casual Vacancy* written by J. K. Rowling and its translation in *Bahasa Indonesia*. The second source of data consists of the informants. The informants consist of five respondents who have provided the information about readability, and three raters who have provided information about accuracy and acceptability. The methods of data collection are content analysis, data collection using questionnaire, and interview. Questionnaires have been distributed to 3 raters and 5 respondents find out the translation quality. Sampling is used to select source of data. The techniques of data analysis are domain analysis, taxonomic analysis, componential analysis, and finding cultural theme.

III. FINDING AND DISCUSSION

There are 406 data analyzed in this research which take form of noun and noun phrase. The data are divided into four categories. The categories are explicitation, addition, paraphrase, and footnote.

1. Explicitation

There are 323 data translated using explicitation. These are two examples of explicitation.

1.1. ST: "She darted out to porch to hang up her things."

TT: "Ruth bergegas ke beranda untuk menggantung mantel dan syal."

The context, situation, and reference can be found in the following paragraph:

'An aneurysm, they think,' said Ruth, still a little breathless as she tweaked off her gloves finger by finger, unwinding her scarf and unbuttoning her coat. A thin dark woman with heavy, mournful eyes, the stark blue nurse's uniform suited her. 'He collapsed at the golf club – Sam and Miles Mollison brought him in – and then Colin and Tessa Wall came ...'

The translation of 'she' into 'Ruth' is classified into explicitation considering that the context, situation, and reference can be found in the previous paragraph in the ST. Using the reference to translate 'she' into 'Ruth' is correctly used. This proves that the translator's choice to explicate 'she' into 'Ruth' is reasonable.

The translation of pronoun into proper name is the most occurrence in the TT. However, the translator used the translation based on the reference. The word 'she' indeed refers to 'Ruth'. Thus, this translation is judged to be accurate. The translation also doesn't change the language system. There is no grammatical error in the translation. This is why the translation has good acceptability. The readability is also good considering that the respondents don't have difficulties in understanding the TT.

1.2. ST: "Kay thought the time was right for a case review."

TT: "Kay berpikir sudah waktunya diadakan peninjauan ulang kasus Terri."

The following paragraphs to understand the context and situation are as follows:

'Nobody was answering their telephone. Back in the Child Protection team's room, Kay had been punching in numbers on and off for nearly two hours, leaving messages, asking everyone to call her back: the Weedons' health visitor, their family doctor, the Cantermill Nursery and the Bellchapel Addiction Clinic. **Terri Weedon's** file lay open on the desk in front of her, bulging and battered.

'Using again, is she?' said Alex, one of the women with whom Kay shared an office. 'Bellchapel'll kick her out for good this time. She claims she's terrified Robbie'll be taken off her, but she can't keep off the smack.'

'It's the third time she's been through Bellchapel,' said Una.

On the basis of what she had seen that afternoon, Kay thought the time was right **for a case review.**'

The example above is another example of explicitation. This example shows that the reference can be found in the two previous paragraphs. However, the translation of 'for a case review' into 'peninjauan ulang kasus Terri' is still classified in explicitation because the translator's choice to add 'Terri' in the TT is also based on the reference in the previous paragraphs.

The translator seems to be able to produce good translation. The translation quality of 'a case review' into 'peninjauan ulang kasus Terri' is considered as

good since the reference can be found in the ST. The raters have judged the translation to have good acceptability considering that the language system and the grammatical in the TT are correct. The translation can also be easily understood by the respondents. This is why the translation has high readability.

Overall, explicitation gives positive impact on translation quality because explicitation gives high contribution on accuracy. The translator doesn't seem to have difficulties in producing accurate explicitation since every reference can be found in the ST. The translation acceptability of explicitation is also judged to have a good mark. There is no grammatical error in the TT as well. The translator seems to prioritise the translation to be natural since the respondents can easily understand the TT.

2. Addition

There are 53 data translated using addition. These are two examples of addition.

2.1. ST: *"In number thirty-six, a house tenanted longer than any other in the street, Shirley Mollison sat, propped up against **her pillows**, sipping the tea that her husband had brought her."*

TT: *"Di nomor tiga puluh enam yang sudah disewa jauh lebih lama daripada bungalow-bungalow lainnya di jalan itu, Shirley Mollison duduk bersandarkan tumpukan bantal **di ranjang** sembari meneguk teh yang dibawakan suaminya."*

The whole paragraph can be seen below:

"Evertree Crescent was a sickle moon of 1930s bungalows, which lay two minutes from Pagford's main square. In number thirty-six, a house tenanted longer than any other in the street, Shirley Mollison sat, propped up against **her pillows**, sipping the tea that her husband had brought her."

Different from explicitation, the reference cannot be found throughout the text. The translator added new information 'di ranjang' in the TT without any reference in ST. Even though 'di ranjang' is a new information, the word doesn't distort the meaning that 'Shirley Mollison sat, propped up against her pillows'. The addition is also grammatically correct in the TT and doesn't disrupt Indonesian language system. This is why the translation is considered to have good acceptability. The addition at least doesn't interrupt the readability and can still be understood by respondents. It can be said that it is one good example of readable addition.

2.2. ST: *"A minute passed, **full of nothing but soft slurps.**"*

TT: *"Beberapa saat hening, hanya ditingkahi **denting sendok dan hirupan lembut.**"*

The example above is another example of addition. Information about spoon is not available in the novel. However, the translator added 'denting sendok' in the TT. The 'denting sendok' is the consideration to classify it into addition.

The addition doesn't seem to interfere the meaning of the ST since the word 'soft slurps' is still translated into 'hirupan lembut'. Thus, the accuracy of the translation can be considered as good. The raters have judged that the addition 'denting sendok' is acceptable because there is no grammatical error in TT. The addition is readable. The translation seems to be easily understood.

Overall, the translation accuracy of addition gets high mark. The majority of data translated using addition is rated as accurate without distortion. There are no data that show the translation of addition has altered meaning. The addition can be considered to have high readability. The translator added new meanings into the TT to mainly get the natural translation. Even though the reference can't be found in the ST, addition is intended to make high readability. This is why addition gets high readability. Addition also gives good impact on translation acceptability. This can be proven by the high scores on acceptability of addition which means that the majority of addition has correct language system

3. Paraphrase

There are 25 data translated using paraphrase. These are two examples of paraphrase.

3.1. ST: *"Because we're not supporting you through any **resits**, pal."*

TT: *"Karena kami tak akan membiayai **kalau kamu terus mengulang**, Bung."*

In the example above, the TT expression is longer than the ST expression. It is identified as paraphrase because TT is longer and more complicated than the ST, but it doesn't change the meaning. 'Resits' which is only one word is expressed in more words in the TT into 'kalau kamu terus mengulang'.

The TT has more words than the ST. However, the meaning remains the same. The phrase 'kalau kamu terus mengulang' is judged to be the accurate way to translate 'resits'. The raters say that it is the only way to translate 'resits' because there is no one-to-one translation. The raters considered the translation to be acceptable since the translation is grammatically correct. The longer translation doesn't seem to reduce the readability. The context is even clearer using the paraphrase.

3.2. ST: “He wore his school clothes with **the disdain of a convict.**”

TT: “Dia mengenakan baju sekolahnya dengan **perasaan jijik seperti seorang tahanan yang mengenakan seragam penjara.**”

The example above is another example of paraphrase. Paraphrase is clearly used in translating the ST phrase ‘the disdain of a convict.’ It can be seen in the example that the translation in the TT is longer and more complicated. However, the meaning is still the same.

The translation accuracy of ‘the disdain of a convict’ is considered as good. There is no altered meaning in the TT even though the translation has more words than the ST. The acceptability is also good. This can be proven by the high scores on acceptability of the translation which means that the grammar is correct. The phrase ‘perasaan jijik seperti seorang tahanan yang mengenakan seragam penjara’ is also readable. The phrase, even though it is long, doesn’t cause misunderstanding to the respondents.

Overall, paraphrase gives positive impact on translation quality. The high scores of accuracy prove that paraphrase has high accuracy. Paraphrase makes the translation has more words than the ST. However, it helps the reader to understand what the meaning really is. It seems that the translator has produced high quality of paraphrase. All the intended meanings are able to be conveyed to the readers.

4. Footnote

There are only 5 data of footnote. These are two examples of footnote

4.1. ST: “Andrew’s best friend Fats referred to her as TNT, short for **‘Tits ‘N’ Tash’.**”

TT: “Sahabat Andrew, Fats, menjuluki Sukhvinder TNT, kependekandari **“Tits ‘N’ Tash”**”*

***Tits ‘N’ Tash: Dari “tits and mustache”, “Buah Dada dan Brewok” (karena Sukhvinder cewek berbulu lebat).**

The translator decided to use footnote to explain “TNT” which stands for ‘Tits ‘N’ Tash’. It is reasonable for the translator to add a footnote to explain what TNT is in order to convey the meaning of ‘TNT’. The translator tries to explain the pun in the footnote.

Even though the footnote is accurate since the translator is able to explain the pun in detail, it seems that several respondents have difficulties in understanding the text. The translation is intended to the readers who have minimum access in English. This is why the target readers, or in this case the respondents, can’t understand ‘tits and mustache’.

4.2. ST: “Andrew, Fats and twenty-seven others spent the last period on Wednesday afternoon in what Fats called **‘spazmatics’.**”

TT: “Andrew, Fats, dan dua puluh tujuh murid lainnya menghabiskan jam pelajaran terakhir Rabu siang di kelas yang disebut Fats sebagai **‘spazmatics’**”*

***Fats memelesetkan kata mathematics dengan menggabungkan dengan spasm: ledakan emosi tiba-tiba, karena guru Matematika-nya selalu tampak akan meledak menangis.**

The example above also contains wordplay. Similar as the previous example, footnote is needed to explain the wordplay. The translator tries to provide information that Fats combines the word ‘spasm’ and ‘mathematics’ into ‘spazmatics’.

The translation accuracy of the footnote above is considered as good. All the intended meaning can be conveyed in detail. However, the respondents seem to have difficulties in understanding the footnote. The respondents are able to understand ‘mathematics’ while it is difficult for them to understand ‘spasm’ even though the translator has inserted the meaning of ‘spasm’. The different language seems to be the problem in translating English wordplay into Indonesian wordplay. There is no problem in the acceptability of the footnote. The translator uses footnote in a good language system.

Overall, even though there are some puns that are difficult for the respondents to understand, the footnote is still considered to have high readability. There is no one-to-one pun translation in Indonesian but the footnote helps the respondents to understand the context. All data translated using footnote are acceptable without grammatical errors. Footnote is also judged to be accurate because the footnote gives a way for translator to explain in detail.

IV. CONCLUSION

The result shows that each category of amplification gives positive impact on translation quality. This can be seen on the high scores on the translation quality of explicitation, addition, paraphrase, and footnote. Each category is judged to be of high accuracy, high acceptability, and high readability.

In a more general account, the good translation quality of each category results in a good translation quality of amplification technique. It proves that amplification gives positive impact on translation quality. Therefore, it can be concluded that the level of accuracy, acceptability, and readability of the application of amplification technique is high.

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The Use of Fashion Brand by the Capitalist in Hegemonizing Women As Depicted in the Novel *The Devil Wears Prada* By Lauren Weisberger

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Abstract — This article aims at examining the capitalist's exercise of the concept of working and the capitalist's exploitation of women's belief in beauty and power in producing brand image in American Culture. This article gains the data from a chick-lit novel entitled *The Devil Wears Prada* written by Lauren Weisberger in 2003. Using Raymond William's concept of hegemony, this article examines the capitalist's exercise of the concept of working and the exploitations of women's belief in beauty and power which is done by the capitalist. Findings indicate that the capitalist uses a fashion magazine in spreading the ideology of power and beauty so the capitalist can hegemonize women by exploiting their belief of beauty.

Keywords: Hegemony, Magazine, Exploitation, Capitalist, Ideology, Women, Novel.

I. INTRODUCTION

Chick-lit is a new women literature which brings new context and new formula (Ferriss & Young, 2006). The story and plot of chick-lit are around the workplace and the life of modern women. Chick-lit becomes the new formula in American literature to give better understanding about the life and the culture of modern women.

The Devil Wears Prada contains the issue of capitalism and hegemony which take setting in a workplace after 20th Century. This novel portrays the capitalism and the hegemony through its enactment of plot and character. The capitalism and hegemony are represented through the existence of fashion magazine as the central theme.

The popular magazine brings the concept of hegemony because it spreads certain values and meanings which are done by the capitalist. In fashion industries, to make profits, the capitalists hegemonize women and exploit them which can put them in sufferings. An example of the suffering is the foot pain, back pain, or other physical pain which are caused by the misused of fashion apparel – especially stilettos – only because those women want to emphasize their style (Barkema, 2013).

Style is constructed through the existence of

magazine. As it is stated in the previous research about another function of magazine, that magazine can deliver the idea of consumerism culture, because magazine is the mixture of fantasy and escapism (Estiani, 2012). Based on a previous research done by Kiefer Hackney (2014) about 65% of women tends to like to purchase a fashion magazine because of the cover. The cover shows a woman's photo in 20s-40s with a good looking and attractive pose in the newest fashion style. That makes the women feel the pleasure every time they look at the cover. According to Emily Norval, younger women tend to feel free in spending their money for purchasing a magazine (Norval, 2011). It is because magazine can fulfill the women's fantasy of fashion by advertising the newest products from certain fashion industries. It is because fashion is not only for covering body but also contains the concept of aesthetic, psychological motivation, and institution identity (Barthes, 2006). It has language through the appearance and the language can signify something. The signification can include the identity of certain people as it is consumed according to its value and meaning (Karacan, 2007).

Younghee Song (2012) has analyzed the relationship between brand and customer and Cardoso, Portela, and Dias (2013) has done with value through consumption. Since this article talks about consumerism as the impact of hegemony and capitalism system, their researches are needed as references. Another previous research is from Nora Rohwani Surahman (2011) which talks about the exploitation and alienation in *Devil Wears Prada*. Nora concludes that Andrea's deed is as the impact of exploitation, whereas, it is more because Andrea has her own ideology. Andrea does not only try to fight against the exploitation, but also the ideology of the system (Surahman, 2011).

The focus of my research is to reveal the capitalist's strategy in the novel *Devil Wears Prada* in hegemonizing women by using fashion brand in the workplace. The workplace is used as central setting of the novel. Since it was published in 2003, the novel talks about career women in New York, so workplace as the setting clearly reveal the capitalist's exploitation. The research also focuses on Andrea's reactions to the hegemony as the representation of American women who are suppressed by the capitalist's system. Andrea –

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as the main character –becomes a representation of women who have their own ideology but cannot show it because they live under certain system. Andrea is as a portrayal of women who want to produce their own ideology.

II. METHODOLOGY

The Devil Wears Prada as a chick-lit applies the new formula which is different from the previous women literature. The formula of the previous women literature has been changed by the new formula which exists in chick-lit novel – which is known as invention (Cawelti, 1972) – and contains new issues which occur in present days. The new issues which exist in the novel are capitalism and hegemony issues. As Raymond William states, hegemony is an organized and complicated process and transcends culture and ideology (1977). The ideology includes the value and meaning spread toward people, especially women. The findings then compared to the previous research and related subjects. Then, the conclusion of the use of the fashion brand by the capitalist in hegemonizing women can be obtained.

III. FINDING AND DISCUSSION

This novel conveys the strategy of the capitalist, in this case is *Runway*, in hegemonizing women. The plot of this novel deals with the exploitation in a fashion magazine which is done by the chief-editor of *Runway* through her assistants. The chief editor demands her assistants to always be ready in fulfilling her needs. However, sometimes it is difficult to fulfill impossible task from the chief-editor. The chief-editor needs to maintain *Runway*'s position as the prominent fashion magazine and sometimes the editor has to exploit the assistants to produce best results.

As the capitalist, *Runway* has strategies in maintaining its status in the society, looking for benefits, and spreading its values. The strategies are needed to secure it capitalist's position in the society. The first strategy is the exploitation and the controlling of system which is done within the context or workplace. The second is spreading value of the bourgeoisie and spreading identity of the certain class which is done within the context of brands. Both of the strategies end in hegemony. I will use Raymond William's concept about hegemony to analyze how the capitalist works under brands of fashion to hegemonize women in America, which is represented by Andrea Sachs.

Capitalist's Exercise of the Concept of Working in the Workplace in *The Devil Wears Prada*

The first strategy goes to the capitalist's exercise of the concept of working in the workplace. *Runway* demands the workers to be skillful, competent, and professional so the workers can give benefits for the

company. The demand gives more pressure towards *Runway*'s workers. The pressure leads them into the mental health disorder. Dopkeen and DuBois state that too much working indeed can cause stress, depression, and health disorder (Dopkeen & DuBois, 2014). It is a dilemma because on the one hand *Runway* demands the workers to work very professionally but on the other hands the workers feel pressured. The workers have to accomplish every job that the *Runway* gives as the part of responsibility.

—Ahn-dre-ah!! I heard from somewhere in the deep recesses of the most magnificent living room I'd ever seen. —Ahn-dre-ah, I'll need my Chanel suit pressed for tonight, since it was practically ruined with wrinkles on the flight over. You'd think the Concorde would know how to handle luggage, but my things look dreadful. Also, call Horace Mann and confirm that the girls made it to school. You'll be doing that every day—I just don't trust that Annabelle. Make sure you speak to both Caroline and Cassidy each night and write out a list of their homework assignments and upcoming exams. I'll expect a written report in the morning, right before breakfast. Oh, and get Senator Schumer on the phone immediately. It's urgent. Lastly, I need you to contact that idiot Renuad and tell him I expect him to supply me with competent staff during my stay, and if that's too difficult I'm sure the general manager would be able to assist me. That dumb girl he sent me is mentally challenged. (Weisberger, 2003, p. 231)

It is important to point out the competence that is demanded by *Runway* because *Runway* will not let random people run the company. It is the criteria of Neo Liberal Culture which demands people to work professionally and skillfully. People in *Runway* never wonder anymore if Miranda has to change her assistant for four or five times in a year and she really needs two assistants. People can recognize Miranda as a perfectionist and sometimes they feel burdened to fulfill her needs or demands to afford every of her need. However, *Runway* people work hard to survive in the company although the consequence is being burdened by *Runway*'s pressure.

The previous research from Rohwani Surahman (2011) has noted that the pain and suffering occurred in Andrea is a kind of exploitation and alienation which comes from Miranda. However, if it is seen from the workplace point of view, the suffering and pain are the consequences of working, as a Neo Liberal Culture. The workers have to work professionally and skillfully and sometimes the work pressure and stress are the

consequences.

The concept of workers controlling and monitoring also goes to the workers. The company controls over the workers by using CCTV, ID card, and telephone to make sure that the workers really work hard to give benefit for the company. Andrea has been told by Emily that *Runway* uses CCTV to prevent people from stealing stuffs – jewelry, accessories, stilettos, belts – from the closet. The CCTV is also used to track people who are in and out. Meanwhile, the ID card is used to track everyone's move. The workers have to slide the card every time they come to the building, to their office, to the closet, the elevators, the canteen, the toilet, etc. By using the ID card to monitor workers, *Runway* hopes that everybody will work according to their job and they will not go anywhere during the working hours. The third controlling system is by phoning. Miranda or Miranda's clients always phone Andrea or Emily all the time, no matter what time it is or what day it is, because what they concern is only job. Miranda will be very upset if she catches nobody near the phone. She hates mailbox and she will punish Andrea or Emily for that. Emily will get panic and upset too if Miranda gets upset and she will be angry at Andrea all the time. The controlling system put everybody in panic situation and they will not feel convenient with the condition. If the condition is connected with the professionalism which is demanded by *Runway*, no wonder if people in *Runway* will have serious mental disorder.

In Rohwani Surahman's research (2011), those can be determined as exploitation because it limits the workers' movement. However, in Neo Liberal Culture, being professional is a must. To know whether the workers are professional or not, the company must monitor the workers in order to get better result from their work. *Runway* uses the concept of working in order to have professional workers.

The Exploitation of Women's Belief in Beauty and Power in Producing Brand Image in *The Devil Wears Prada*

The second capitalist's strategy to exploit women is to work on women's belief in beauty and power by producing brand image for women's fashion. The production of the brand image is to accomplish by the spreading value of the bourgeoisie. As the apparatus of the capitalist, Miranda has to represent *Runway* all the time in her appearance and behavior.

Besides spreading the idea of bourgeoisie, *Runway* also spreads the idea of brand image and power by creating new lifestyle. The lifestyle is used to deliver values ad to control the consumers (Kornberger, 2014). That is the business interest; the capitalist tries to drag the consumer by consuming the apparel while they also spend much money to buy them at the same time. In

other words, the capitalist can gain the benefits from the selling and also they can deliver the value that they want to spread. It is also used to spread the culture of consumption. *Runway* aims the women who work in creditable workplace and tries to change their mindset about the idea of beauty. Through a magazine, the capitalist tries to tell the society that stilettos are no longer obstacle for women. The capitalist tries to tell the women that stilettos, jewelry, and other accessories are their weapon to control the world, because nowadays stilettos signify power and status. By telling them the 'hidden' meaning or value, the consumer will be attracted consume the product. Besides, they are also dragged by the narration of the quality, the warmth, the acknowledgment, the protection, and the pleasure form the product. From this point, the hegemony works from the spreading value until the consumption by the people.

Besides spreading the idea of bourgeoisie, *Runway* also wants to emphasize the identity of certain classes. It aims to maintain its status as the creditable fashion magazine in New York, even in the world. The emphasizing of the status can be done by the wearing *Runway* 'things' such as scarves and stilettos. It also can create the certain identity which is aimed for the consumers. The consumers will recognize that *Runway* really a creditable fashion magazine because many people consume the product that are advertised in *Runway*. It answers why Miranda is really upset when she knows that Andrea does not wear stilettos with the recognizable brand – recognizable according to *Runway*. It also answers why Emily reminds Andrea to bring many scarves with her on the way to Paris. It is because scarves are identical with Miranda and wearing scarves will represent Miranda as the most important person in *Runway*. However, in the practice, the hegemony ends does not always end in happy ending, many of Miranda's workers have to stand for the pain caused by the stilettos. Andrea feels pain in her foot but she cannot do anything because wearing stilettos is the common standard if people still want to work for Miranda.

The top felt like a mile away, and I flashed back to the spinning classes I used to take when I still had time to go to the gym. Some Nazi instructor would sit atop her little bike and bark out orders in perfect military staccato: "Pump, pump, and breathe, breathe! Climb, people, climb that hill. You're almost at the top! Don't lose it now! Climb for your life!" I closed my eyes and tried to envision pedaling instead, the wind in my hair, running over the instructor, but climbing, still climbing. Oh, anything to forget the fiery pain that shot from little toe to heel to back again. Ten more steps, that was all that was left, just ten more, oh,

god, was that wetness in my shoes blood? Would I have to walk before Miranda in a sweaty Oscar gown and bloody feet? Please, oh please, say that I was almost there and . . . there! The top. (Weisberger, 2003, p. 200)

Wearing stilettos can make women feel pain in their back, foot, or ankle. Stilettos are considered harmful for body because it can force the ankle spine to bend unnaturally (Beil, 2013). It is the manifestation of hegemony because the people are exploited by the capitalist but they do not recognize it. Hegemony works in hidden and organized way so people will not recognize that they are being hegemonized (Williams, 1977). People do not recognize the hegemony because *Runway* has already set the women's belief about power and beauty and it results in the consumption of the product and override their health.

"Just heading back to the Elias-Clark building," I said with a long sigh as the driver pulled around the block and headed south on Park Avenue. Since I rode the route everyday—sometimes twice—I knew I had exactly eight minutes to breathe and collect myself and possibly even figure out a way to disguise the ash and sweat stains that had become permanent features on the Gucci suede. The shoes—well, those were beyond hope, at least until they could be fixed by the fleet of shoemakers *Runway* kept for such emergencies. The ride was actually over in six and a half minutes, and I had no choice but to hobble like an off-balance giraffe on my one flat, one four-inch heel arrangement. A quick stop in the Closet turned up a brand-new pair of knee-high maroon-colored Jimmy Choos that looked great with the leather skirt I grabbed, tossing the suede pants in the "Couture Cleaning" pile (where the basic prices for dry cleaning started at seventyfive dollars per item). The only stop left was a quick visit to the Beauty Closet, where one of the editors there took one look at my sweat-streaked makeup and whipped out a trunk full of fixers.

The hegemony also occurs in the consumption of expensive brands. The novel shows the use of famous brand such as Gucci, Prada, Chanel, and Jimmy Choo. The magazine dictates the people to imitate the life of the bourgeoisie which is glamour and luxurious. The magazine convinces the readers that the products which are advertised in the magazine are the best product. It brings high quality and special price which can make the consumer's pride higher. From the narration of the editor, the readers will acknowledge the quality and characteristic of the products. Slowly, it leads them into the exploitation by the capitalist, because at the end

they will buy the product and spend more money to buy it, for the sake of style.

However, in gaining the interest from the readers, the capitalist has several points which need to be paid attention. A fashion magazine usually give tips for women – how to look stunning, how to have red lips, how to look taller – but at the end they promote some products. The readers will be very attracted because the way the editor writes the narration seems convincing the readers that the product is really the best product.

From the promotion, the magazine also wants to drag the readers into the luxurious behavior. The exposure of the luxury goods can make people only pursue the luxury to fulfill their personal desires instead of fulfilling their needs (Chua & Zou, 2009). The personal desire can drag people to be hegemonized by the capitalist because they will not recognize the exploitation which occurs to them. Besides exposing the luxury of the apparel, the magazine also exposes the image of the brand itself. The image includes the prestige, the credibility, and the performance (Afsar, 2014). Those three aspects hold important role as the consideration for the consumer before they purchase the products. Of the product can fulfill those three aspects, the consumer will be able to purchase it and also purchase the other product from the same brands.

One thing that cannot be missed from the exploitation towards women's belief of power and beauty is the process of diet. Women suffer a lot when they have to go through diet. They have to be hungry all the time because their mindset of beauty has been changed by the new ideology of beauty. This novel conveys how slenderness and slimness hold important confidence and acknowledgment for many people in fashion industry. It is considered as the exploitation by the capitalist because it makes women suffer from pain in the sake of style.

IV. CONCLUSION

The Devil Wears Prada explores and portrays the way the capitalist's exercise of the concept of working in the workplace by showing the exploitation which is done to Miranda's workers. The exploitation includes the demand to work professionally. This novel also contains the exploitation of women's belief in beauty and power in producing brand image by showing the spreading of certain ideology through a magazine. The magazine contains hidden ideology which is used by the capitalist to hegemonize women. The concept of working demands them to work professionally. However, the concept of working has exploited the workers and it causes uncomfortable condition in the workplace both physically and psychologically.

Other than workplace, the capitalist also exploits women's belief in beauty and power in producing brand image. The beauty becomes the object of

hegemony by the capitalist. Through the process in the workplace, the women's belief of beauty and power in producing brand image is shaped.

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