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Translation Techniques and Bald on Record Politeness Strategy

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ARTICLE INFORMATION	ABSTRACT
	This research aims to identify the types of directive speech acts representing the Bald on politeness strategy and describe the translation techniques used in translating directive speech acts representing Bald on politeness strategy in the Rich People Problems Novel. The research used the descriptive qualitative approach with observation, note-taking techniques and focus group discussion (FGD). The data in this research are in the form of utterances representing the politeness strategy of bald on record and collected using purposive sampling. A focus group discussion was conducted to determine the translation techniques used in translating utterances representing the politeness strategy of bald on record in Rich People Problems Novel. In addition, the data were validated using source and method triangulation. The findings of this study revealed that there are 121 utterances of directive speech acts and 14 sub of directive speech acts representing bald on record politeness strategy. Furthermore, there are 15 translation techniques found in this research.

1. Introduction

Polite language is an important aspect that must be maintained in social life to create good communication between speakers and interlocutors. Language politeness has a vital role in fostering the speaker's character and showing the national identity. In communicating, it is undeniable that we make mistakes when conveying speeches to interlocutors in a way that is not polite. This is likely to hurt the interlocutor feelings. Therefore, politeness strategies are used to respect others and ourselves more.

Most people love reading novels because of their varieties. With the pandemic that inevitably makes people continue their activities at home, reading novels has become a hobby itself. Various novels are loved by people especially younger generations. The majority of novels currently in vogue are novel from a foreign country and written in English. The limitations in understanding foreign languages are an important problem for novel lovers. The role of a competent translator is needed to translate foreign language novels into Indonesian novel to make it easier to understand the content for the readers.

This study is concerned with analyzing the politeness strategy of bald on record, especially those found in the novel because the utterances in the novels resemble a direct speech act uttered by a certain speaker. The difference is in the medium of delivery written in a non-verbal form. The speech acts in a novel are very interesting because each character has their own characters. Through these different characters, every speech act that is spoken by each character will have its own variety. Therefore, speech acts in a text are no less interesting to study than direct speech acts that are verbal in nature, particularly speech acts found in translated novels.

Several studies have been carried out on politeness strategy recently. Saputry (2016) studied positive and negative politeness strategies in the form of directive speech act in the STKIP Muhammadiyah University of Pringsewu Lampung. Prayitno (2011) discussed the techniques and strategies of politeness actions in SD students with Javanese cultural background. Syahrin (2008) analyzed politeness strategies as pragmatic competence in French directive speech acts. Irmayanti (2018) examined politeness

off the record in directive speech acts in Japanese declarative sentences. Adzim (2019) studies the negative politeness strategy in directive speech acts of the Indonesian society on the Twitter account of President Joko Widodo. Also, Ardi (2018) analyzed directive speech acts (commanding) with the topic of politeness strategies. In addition, Saddhono and Kasim (2016) discussed the form and function of local language directive speech acts used at Universities in Central Sulawesi. Both researchers explained that directive speech acts both in terms of politeness strategies and the discussion on directive speech acts more specifically. Based on several studies that have been described, no studies have been done on politeness strategies such as Bald on Record. Therefore, the researchers analyzed the directive speech acts translation technique representing Bald on Record's politeness strategy. This study aims to identify the types of speech acts representing Bald on Record's politeness strategies in Kevin Kwan's novel Rich People Problem and examine the translation techniques used in translating utterances that represent Bald on Record's politeness strategies in Rich People Problem novel.

The researchers used Searle's (1979), Yule's (1996) and Djatmika's (2016) theories as the basic theory of speech acts. Searle (1979) argues that act is a basic unit of language used to express meaning. On the other hand, Yule in Wiyatasari (2015, p. 46) states that speech acts are actions that are displayed through speech. In addition, Djatmika (2016:17) said that the types of speech acts in each language are influenced by norms, rules, beliefs, traditions, and social values in a culture. Furthermore, the researcher used Brown and Levinson's theory of politeness strategy because this theory is more detailed and easier to understand. According to Brown and Levinson (1987, p. 69-70), direct strategy without further ado is a strategy to do FTA to state something clearly. According to Brown and Levinson (1987, p. 95), the main reason for choosing the direct, no-nonsense strategy is because the speakers want to do FTA with maximum efficiency. Furthermore, the translation technique theory used is a theory proposed by Molina and Albir (2002). Molina and Albir (2002) suggest that there are 18 translation techniques, they are adaptation, linguistic amplification, borrowing, calque, compensation, descriptive, discursive creation, established equivalent, generalization, amplification, linguistics compression, literal, modulation, particularization, reduction, substitution, transposition, and variation translation techniques.

2. Methodology

This research used the descriptive qualitative approach. The researchers collected and analysed data, analysed the data, and wrote conclusions based on existing phenomena (Bogdan and Taylor, in Moelong 2010:4). Data in this study are in the form of a directive speech act representing Bald on Record's politeness strategy found in the Rich People Problems novel. Hence, the researcher limited the research data only to those directive speeches acts representing Bald on Record's politeness strategy in Rich People Problems novel. In addition, the source of data was taken from a novel entitled Rich People Problems by Kevin Kwans. The data was obtained using observation, note-taking, and FGD (Focus Group Discussion). The researchers used the observation and note-taking technique by providing notes and signs on the data related to this research. Meanwhile, FGD was conducted when the researchers determine directive speech acts representing Bald on Record's politeness strategy and identify the translation technique used when translating those utterances. Furthermore, data that has been obtained is then validated using source triangulation and method triangulation. Next is, the data were analyzed using domain analysis, taxonomy, component and analysis of cultural themes (Spradley, 1980).

3. Results and Discussion

The researchers found 121 types of directive speech act that represented Bald on Record's politeness strategy in Kevin Kwans' novel Rich People Problems. Based on these findings, there are 14 sub-categories of directive speech acts that were found to represent Bald on Record's politeness strategies in Kevin Kwans' novel Rich People Problems.

Tabel 1. Categorization of Directives 'and Sub-Directives' Speech Acts

No	Speech Acts	Sub Speech Acts	Frequency	Percentage
1	Directive	Ordering	38	31,4%
		Requesting	15	12,4%
		Commanding	13	10,74%
		Suggesting/ Proposing	11	9,1%
		Prohibiting	10	8,26%
		Asking	8	6,61%
		Advising	8	6,61%
		Pressing	5	4,13%
		Inviting	4	3,30%
		Confirming	3	2,5%
		Warning	2	1,65%

Offering	2	1,65%
Begging	1	0,82%
Reassuring	1	0,82%
Total:	121	100%

Based on table 1, there are 14 sub-categories of directive speech acts found in utterances that represent the Bald on Record's politeness strategy in the Rich People Problem novel. The types of sub-categories of speech acts are ordering, requesting, commanding, suggesting/ proposing, prohibiting, asking, advising, pressing, inviting, confirming, warning, offering, begging, and reassuring. Here are some examples of sub-directive speech acts:

a. Ordering

Su Yi P+ D-	"**Just get me the goddamn cup,**" Su Yi said.
Victoria P- D-	"Oh dear, Mummy, *language*. Bishop See is in the room," Victoria said, trying to hand over the cup.

The above story happened between Su Yi (mother) and Victoria. The context of the story is that Su Yi woke up from a long sleep and then asked for a glass of water from her daughter, who was waiting for her in the ward. Victoria wants a good glass for her mother because the glass available in the treatment room is only a plastic cup which is not suitable for her mother, but Su Yi does not think so.

Due to this mismatch, Su Yi told Victoria to give the glass filled with water to her immediately. The ordering speech is supported by a social dimension scale which explains that a mother is certainly very appropriate to order her child. This is symbolized by the marker P + which means the speaker has power over the speech partner and D- which can be interpreted as a kinship relationship between the speaker and the speech partner, it is not far. In addition, there are linguistic markers that can be used as a tool in identifying types of ordering directive speech acts are **just get me** and **goddamn**.

b. Requesting

Prof Oon P+ D-	**"Okay, I'll let you go in for a few minutes after the rest have come out, but only for a few minutes.** We don't want to add any more strain to her today," the doctor said."
Eddie P- D-	"Of course. I won't say a word."

The above dialogue happened between Prof. Oon and Su Yi's children, Eddie. The context of the dialogue in example b is that Professor Oon said that Su Yi's condition was stable and he allowed four people to come in to visit her two times alternately for 5 minutes. Alix asked his brother (Catherine) to come in and Eddie also wanted to enter, then Prof. Oon allowed him to be 5 people who would enter alternately.

The requesting utterance is supported by a social dimension scale which explains that Prof. Oon as a doctor is certainly very appropriate to request Su Yi's children not to belong in the ward to see his mother's condition who has just awakened, this is symbolized by the P + marker which means the speaker has power over speech partners and D- which means that the kinship between speakers and speech partners is not far away because Prof. Oon has long been Su Yi's personal doctor and is familiar with Su Yi's children and grandchildren. In addition, there are linguistic markers that can be used as a tool in identifying the type of requesting speech act, one of them is **I'll let you go** and **but only for**.

c. Commanding

Daisy P- D-	*"Oh my goodness!* Who's this? The Bride of Frankenstein just walked in!"
Nadine P- D-	"What? Who? **Hold up your iPad, let me see!**" Nadine said excitedly.

The utterance in example c occurs between Daisy and Nadine. The context of the dialogue is that at Su Yi's funeral, Nadine asks Daisy a facetime because Nadine did not get an invitation to attend Su Yi's funeral. Daisy said that the Frankenstein bride (Eddie's wife) had just arrived and Nadine was curious about how she looked, so she asked Daisy to point the camera at Eddie's wife.

The commanding speech is supported by a scale of the social dimension which explains that Nadine and Daisy are very close friends for a long time, so it is not awkward to rule as long as they are not excessive. This is symbolized by the marker of P-

which means speakers and speech partners have the same power/ authority and marker of D- means that the kinship relationship between the speaker and the speech partner is as a close friend.

d. Suggesting

Victoria	"Mummy, I don't think you should have so much excitement when you're just beginning to
P- D-	feel better. **You should rest,"** Victoria said officiously.
Su Yi	"Nonsense, I'll rest when I'm dead. Tomorrow, I want to see everyone. Let's celebrate
P+ D-	Astrid's engagement and Nicky's homecoming!" Su Yi decreed.

For example, the utterance in example d happens between Su Yi (Mother) and Victoria. The context is that Su Yi's condition is gradually improving, making her want to spend time with his grandchildren. Su Yi wants to throw an engagement party for Astrid whom her boyfriend recently proposed personally and Nick who have just arrived after four years of not seeing his grandmother.

Victoria suggests Su Yi's ideas to get better and asks her to rest. The suggested speech is supported by a social dimensions scale that explains that a daughter is less appropriate for advising her mother. The P symbolizes this - marker which means the speaker has less power or authority over the speech partner and D- which can be interpreted as a kinship relationship between the speaker and speech partners are not far away because they are children and mothers.

e. Prohibiting

Astrid	"I'll come with you."
P- D-	
Charlie	"**No, no, stay here and enjoy the incredible view.** I'll get her and be right back."
P- D-	

The dialogue in example e happens between Astrid and Charlie. The dialogue's context is that Astrid and Charlie are spending time together. Charlie suddenly offers Astrid if she wants to apply henna. Charlie said that he would find the henna artist for her. Charlie heard that there was a talented henna artist in the surrounding area. Astrid wants to come along but Charlie forbids her and asks her to enjoy the scenery.

The prohibiting utterance is supported by a social dimension scale that explains that Charlie and Astrid have long been lovers and will be married soon. The prohibition utterance for the good of his lover is not wrong if it is done. It is symbolized by the marker P- which means the speaker and speech partner have the same power/ authority and D- which means that the kinship relationship between the speaker and the speech partner is not far away.

f. Asking

Rachel	**Oh my, did you just dis the president of China?"** Rachel asked.
P- D-	
Nick	"Did I? Oh well, who cares? You're far more important." Nick laughed, and taking Rachel by
P- D-	the hand, led her to the receiving line and announced proudly, "Everyone—my wife has
	arrived!"

The above dialogues in example f between Nicks and Rachel, they are both at the funeral ceremony for Su Yi, Nick accidentally ignored the Chinese President who wanted to greet him to express his condolences for the departure of his grandmother because he saw Rachel coming and immediately met him.

For example, the asking utterance in example f is supported by a social dimension scale that explains that Nick and Rachel as a husband and wife should ask each other and be open. This is symbolized by the marker P- which means speakers and speech partners have the same power/ authority and D- which can be interpreted that the kinship relationship between speakers and speech partners is not far away because husband and wife certainly have a very close relationship.

g. Advising

Astrid		Astrid just shook her head. "Stop being unreasonable, Mum—"
P- D-		
Harry	Leong	**"Your mother is *not* being unreasonable,"** Astrid's father cut in, speaking up for the first
(ayah)		time that morning.
P- D-		

The utterance in example f occurs between Astrid and Harry Leong (her father). They discuss their misunderstanding about their mother's affair known and talked about by many people. Their father tries to intervene and explain what Astrid's mother really meant.

In the example, the advising utterance in the example g is supported by a social dimension scale that explains that Harry Leong (Astrid's father) as a father can reprimand, scold, and advise his child if it is wrong. This is symbolized by the marker P + which means the speaker has power over speech partners. In addition, D - marker can be interpreted that the kinship relationship between the speaker and the speech partner is closely related because they are father and son.

h.   Pressing

| Rachel
P- D- | "Jesus, Mom, stop parroting Eleanor Young!" |
| Ibu Astrid
P+ D- | "Hiyah, no Eleanor! I'm speaking as your mother—I am thinking of *you*! **Think about how this house could benefit your life.**" |

The utterance in example h is between Rachel and her mother. The utterance is about Rachel that her mother called while she was at the office. His mother asked Rachel to press Nick to return to Singapore and visit his grandmother, who was seriously ill, so that he could inherit the Tyersall Park super mansion, which was likely to be inherited by Nick, his grandmother's favourite grandson, who had been a misunderstanding condition between the two of them for 4 years.

The pressing utterance in example h is supported by the scale of the social dimension which explains that a mother is certainly very appropriate to give advice and suggestions to her daughter. This is symbolized by the marker P + which means the speaker has power or authority over the speech partner. In addition, D- markers which can be interpreted as a kinship relationship between the speaker and the speech partner are close because they are daughter and mother.

i.   Inviting

| Ah Tock
P- D- | **"Hey, come and see something very special,"** Ah Tock said, as he opened the trunk of the SUV. |
| Astrid
P- D- | "Oh, it's an arowana," Astrid said. |

The inviting utterance in example I occurs between Ah Tock and Astrid. They discuss Ah Tock at Charlie Wu's mother's residence to deliver arowana fish belonging to Charlie Wu's mother who had just recovered from surgery.

Suddenly Astrid came to meet Charlie Wu who had just arrived in Singapore. Ah Tock wanted to show Astrid something in his car trunk that turned out to be an arowana fish. The inviting utterance is supported by a scale of social dimensions which explains that Ah Tock and Rachel are cousins. The marker P symbolised their social status, which means speakers and speech partners have the same power / authority. Furthermore, their social relation was symbolized by D - which means kinship between the speaker and the partner is not far away because they are cousins and have not much different in ages.

Table 2. Translation Techniques Frequency

NO	Translation Techniques		Frequencies
1	Established Equivalent		393
2	Variation		53
3	Modulation		23
4	Borrowing	Pure	23
		Variant	2
5	Linguistics Amplification	Explicitation	12
		Implicitation	11
		Paraphrase	5
		Addition	1
6	Compensation		7
7	Reduction		1
8	Transposition		1
9	Addition		1
10	Literal		1

11	Discursive Creation	1
12	Particularization	1

Table 2 explains 15 translation techniques used in translating directive speech acts representing Bald on Record's politeness strategy in the Rich People Problems novel. The translation techniques used include established equivalence, variation, modulation, pure borrowing, explicitation, implicitation, compensation, paraphrase, variant borrowing, reduction, transposition, addition, literal, discursive creation and particularization.

The most widely used translation technique is established equivalent followed by variation, modulation and pure borrowing. Following are some examples of the use of translation techniques found in directive speech acts representing Bald on Record's politeness strategies in the novel Rich People Problems.

j. Established Equivalent

ST	:	"Nicky, don't talk nonsense! You **must come home!** Everyone is coming back—your father is already on his way from Sydney, Uncle Alfred arrives in a few days, Auntie Alix and Uncle Malcolm are flying in from Hong Kong, and even Auntie Cat is coming down from Bangkok."
TT	:	*"Nick, jangan bicara begitu! Kau **harus pulang!** semua orang pulang- ayahmu sudah dalam perjalanan dari Sydney, Paman Alfred akan tiba beberapa hari lagi, bibi Alix dan paman Malcolm sedang terbang dari hongkong, bahkan bibi Cat datang dari Bangkok."*

Established equivalent translation technique is the most widely used translation techniques. From the example point j, a word is translated from the source language (BSu) into the target language (BSa) using terms commonly used in the words Must and come home, which are interpreted as **harus** and **pulang**. The word **harus** is the equivalent word commonly used when translating the word must, while the word pulang is a translation from a commonly used word **come home**.

k. Variation

ST	:	"Alamak, what do **you** expect?"
TT	:	*"Alamak, apa yang **kau** harapkan?"*

The second most widely used technique is variation. In the example point k there is the greeting word **You** which means **kau**. The greeting word of **you** has various translations such as anda, engkau, -mu, etc.

l. Modulation

ST	:	"I don't think you can go home just yet, Ah Ma**. You need to get a bit better first."**
TT	:	*"Aku rasa kau belum boleh pulang, Ah Ma. **kondisimu harus lebih baik dulu."***

The third most widely used translation techniques are the modulation translation technique. Modulation translation techniques occur when there are different points of view between BSu and BSa as written in example l. For example, the phrase **You need to get a bit better first** which translated into **kondisimu harus lebih baik dulu**. This phrase should be translated as *kamu harus sedikit lebih baik*, thus there is a change in point of view at the lexical level.

m. Pure Borrowing

ST	:	Alix looked at her sister. **"**Go on. Take **Taksin, Adam,** and **Piya** with you**.** I've already spent time with her this morning—"
TT	:	*Alix menatap kakaknya. **"**Sana. Ajak **Taksin, Adam,** dan **Piya** bersamamu**.** Aku sudah 159ersama Mummy tadi pagi—"*

The next most commonly used translation technique is pure borrowing. Pure borrowing translation techniques translate from BSu to BSa by borrowing terms or words from the source language to the target language without changing anything from the source language. For example, as written in example point m in greeting **Taksin**, **Adam** and **Piya** are translated the same as those in the source language, such as **Taksin**, **Adam** and **Piya**. In other words, these utterances or names are borrowing words from the source language without changing the meaning in the target language.

n. Reduction

ST	:	*"I'm not going to sit here and take this abuse anymore! Take an Effexor and calm **the hell** down**."*** *Fiona got up from the settee and tried to leave, but Eddie grabbed her forcefully.*

TT	:	*Aku tidak mau duduk di sini dan menerima perlakuan seperti ini lagi!* **Minum Effexor dan tenangkan dirimu**. *" Fiona bangun dari sofa dan mencoba pergi, tetapi Eddie menyambarnya dengan kasar.*

The next technique is the reduction translation technique which is only used once. Reduction translation techniques aim to compress existing information by removing information in the target language. For example, the phrase *calm the hell down* in BSu is reduced to *calm down*, translated into *tenangkan dirimu*.

o. Discursive Creation

ST	:	"**Come on, aren't you being a bit harsh?** Just because you don't appreciate deconstructed surrealist Catalan fusion cuisine doesn't mean you should sentence him to the gallows. I could have eaten ten more plates of that jamón ibérico flash-frozen fried rice."
TT	:	*"**Ayolah, kau terlalu kejam menilainya?** Hanya karena kau tidak menikmati hidangan fusi Catalan surealis yang didekonstruksi, bukan berarti kau hams mengirimnya ke tiang gantungan. Aku sanggup makan sepuluh piring lagi nasi goreng beku Jamon iberico itu."*

Discursive translation technique is a translation technique that was used in translating from the source language to the target language by using creation in the target language that makes it out of context. For example, as written in data example point o, the phrase **aren't you being a bit harsh?** which translates to **kau terlalu kejam menilainya?** However, if the phrases **aren't you being a bit harsh?** translated into Indonesia it will resulted as follow, **tidakkah kamu sedikit keras?**

4. Discussion

Searle (in Leech, 1993: 164) states that directive speech acts have the goal of making speech partners take action for speakers, for example, commanding, ordering, directing, begging, urging, and giving suggestions. Research about speech acts is not something new. It has been done by Saputry (2016), Irmayanti (2018), Adzim (2019) and Syahrin (2008) which explain directive speech acts on positive, negative and off-record politeness strategies specifically. However, none of them has discussed bald on record. It happens because bald on record is a politeness strategy characterized by direct delivery and carrying out FTAs with maximum efficiency, making it more challenging to analyze.

Furthermore, Ardi (2018) and Saddhono and Kasim (2016) researched directive speech both in the politeness strategies used and the discussion about directive speech acts more specifically. Chairunnisa (2016) describes positive politeness strategies and translation techniques based on the elaboration of Molina and Albir (2002). Prayitno (2011) describes direct and indirect politeness strategies and formulates taxonomies and universal patterns of directive politeness acts. Based on several previous studies, it can be concluded that no research has discussed directive speech acts on politeness strategies, especially bald on record and its translation techniques in detail.

This study uses Searle's speech act theory (in Leech, 1993: 164) as a basis for categorizing the types of speech acts. However, the reality and findings in this study provide additional information about the types of sub-speech acts, such as sub-speech acts advising, asking, recommending or suggesting. These sub-speech acts used when a speaker gives advice to a speaker partner for making a mistake and is delivered openly or without further ado. Sub-speech acts warning and prohibiting occurs when a speaker asks the speech partner not to do something. The sub-speech act is inviting used when a speaker asks a speech partner to follow the speaker. In addition, a questioning sub-speech occurs when the speaker asks something to the speech partner.

Thus, it can be explained that the researcher uses translation techniques theory proposed by Molina and Albir (2002). From the 18 translation techniques there are only 11 translation techniques used. They are established equivalence, variation, modulation, compensation, reduction, transposition, literal, discursive creations and particularization. There are 4 translation techniques which are an extension of the amplification translation technique, such as (1) Explicitation, (2) Implicitatio, (3) Addition and (4) Paraphrase. In addition, there are 2 translation techniques which are an extension from the borrowing translation technique. They are (1) variant borrowing and (2) pure borrowing. The total number of translation techniques used in this study were 15 translation techniques which were dominated by established equivalence, variation, modulation and pure borrowing translation techniques. The translator's background influences the use of translation techniques in translating directive speech acts Bald on Record politeness strategy clearly and accurately without reducing the meaning of the message from BSu to BSa. Furthermore, the researcher uses Searle's speech act theory (in Leech, 1993: 164), which clearly and specifically describes directive speech acts. The researcher found 14 sub-directive speech acts. The types of directive sub-speech acts found are prohibiting, commanding, asking, requesting, urging, advising, ordering, directing/ suggesting, inviting, warning, offering, pleading, convincing, and confirming

5. Conclusion

Based on the elaborated data in the discussion part above, the researcher found that of the 18 translation techniques proposed by Molina Albir (2002), 12 translation techniques were used in this research. They are established equivalence, variation, modulation, pure borrowing, compensation, paraphrase, variant borrowing, reduction, transposition, literal, discursive creation and particularization. Furthermore, there are 3 translation techniques which are an extension of the amplification translation technique. They are explicitation, implication, and addition. Thus, the total number of translation techniques used in this study are 15 translation techniques which are dominated by established equivalence translation techniques, variation, modulation and pure borrowing.

Hence, there are translation techniques that have a negative impact on translation. They are pure borrowing, reduction, discursive creation, additions and literals. The translator background influences the use of translation techniques in translating directive speech act in the Bald on Record politeness strategy clearly and accurately without reducing the meaning of the message from BSu to BSa. In addition, the researchers used Searle's speech act theory (in Leech, 1993: 164) which describes directive speech acts clearly and specifically. The researcher found 14 sub-directive speech acts. The types of directive sub-speech acts found are prohibiting, commanding, asking, requesting, urging, advising, ordering, directing/ suggesting, inviting, warning, offering, pleading, convincing, and confirming.

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