

ANALYSIS OF CONVERSATIONAL IMPLICATURE IN THE HOBBIT MOVIES SUBTITLE

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Abstract

This study aimed to analyze the translations of conversational implicatures in The Hobbit movies subtitle. In addition this study tried to describe the pragmatic shifts between the source text (movies script) and the target text (movie subtitle). Furthermore, this study tried to identify the translations techniques applied by the subtitler in translating conversational implicatures in The Hobbit movies. This was a descriptive qualitative study. The data of this study was the subtitle of The Hobbit movies in forms of words, phrase, clause, and sentence which contained implicature. The results showed that there were 10 translation techniques applied by the subtitler to transfer the implicit meanings of conversational implicatures in The Hobbit Movies. Those were literal, reduction, modulation, linguistic amplification, borrowing, transposition, adaptation, compensation, substitution, and linguistic compression. Those techniques were applied in various frequencies. Moreover, the result of pragmatic shifts showed that there were 95 conversational implicatures found in The Hobbit movies. Most of those were well translated. This could be seen from the percentage of pragmatic shifts that was 25 % data of implicatures showed pragmatic shifts.

Keywords: *translation technique, conversational implicature, pragmatic shift, subtitle, the Hobbit.*

Background

Language is a mean of communication used by human beings in their social interaction that covers different purposes. Sometimes, the research of language based only on the structural level of a language, this causes it does not reach maximum study. Practically, language use is often out of structural level, but it must be linked to other aspects such as situational context. One of language study that is able to accommodate those aspects is pragmatics. Pragmatics is one of language studies that describes the meaning of communication. Yule (1996:

127) explains that pragmatics examines the invisible meaning or how the readers or listeners understand what is meant even when it is not actually written or said. Pragmatics study covers many aspects one of those is conversational implicature.

This paper tried to identify the translation techniques applied to translate the conversational implicatures in *The Hobbit movies: An Unexpected Journey (2012), The Desolation of Smaug (2013), and The Battle of Five Armies (2014)*; the number of conversational implicature found in those movies. Moreover, this

study would describe the pragmatics shifts occurred in the conversational implicatures. The research about translation of conversational implicatures had been conducted by Karini (2015: 45) entitled *The Translation Quality of Conversational Implicatures in Five on a Treasure Island*. Karini (2015: 50) mentioned that to achieve good quality of conversational implicature, the right or suitable techniques were needed to be applied in the process of translating conversational implicatures. Moreover, the study about movie or subtitle conducted by Putranti (2007) in her thesis entitled *A Translation Study of Expressive Illocution in American Beauty Movie Subtitle* described that the subtitle were mostly acceptable. This was not only determined by the equivalent meaning between source and target language but also determined by visual presentation of the movie.

Translation usually involved two languages which are known as Source Language (SL) and target Language (TL). It was conducted to solve language problems due to the diversity of languages. As it was stated by Hatim and Manson (1997: 1) the difference language often caused barriers to people in understanding the message and meaning of a text, in which translation as a form of communication had a role as a bridge of different languages and culture. Here the role of translation is to produce the equivalent text in form of target language as stated by Kuswarini (2014: 2) Translation is an activity of reproducing equivalent signs in terms of language, culture, and messages. The explanations above mentioned that in translation

equivalence is needed to maintain the meaning of the source text or language.

In this modern era, translation is not only in written text such as scientific writing, literary works (short story, novel, poetry, etc), news text, but also it was applied in movie world. The rapid development of film and technology, film or movie can be easily accessed and distributed in many countries with various language and culture background. This condition makes translation as an important aspect in solving the problem of difference language in different countries. A well known translation form in movie world is subtitle that makes movie lovers easy in understanding the dialogue spoken by the characters of movie. Luyken in Georgekopolou (2009: 21) mentioned that subtitle was written translation of movie dialogues that was presented in text lines and placed at the bottom of screen. From that statement, subtitle could be stated as a text of verbal language delivered by the characters of film. Subtitle was not replaced the source language used in the movie, yet it visually appeared together with characters' voice as the source language.

In the translation of movie dialogue or subtitle, it was found some problems to study. One of those was the translation of conversational implicature. Implicature can be defined as readers' perspective (written language variations) towards the meaning of a text which is different from the conventional meaning of the text. Supriyadi (2011: 50) stated that implicature explicitly explained how the process of conveying meaning by means of language. Furthermore, Thomas (1995:

80) says that implicatures are the property of utterances, not of sentences and therefore the same words carry different implicatures on different occasions. From the definitions of implicatures above, it can be concluded that implicatures are the hidden meaning of a statement or utterance that is different from its language structure. Thus, this can be a challenge for a translator to transfer the meaning or message of a text; therefore, it needs to be further analyzed about how the statements that contain implicatures translated. The choice of translation technique determines the result of translation.

Research Methods

This study applied descriptive qualitative method. The data was collected from the conversational implicatures of *The Hobbit* movies entitled *The Hobbit movies: An Unexpected Journey* (2012), *The Desolation of Smaug* (2013), and *The Battle of Five Armies* (2014) and the subtitle of DVD version in Bahasa. The data was collected through watching the movies and noting the sentences or statements that contained implicatures. Furthermore, the writer identified the techniques of translation implemented by translator or subtitler in transferring the meaning of conversational implicatures.

Finding and Discussion

Based on the analysis, the results showed that there were 10 techniques applied in translating the conversational implicatures in *The Hobbit* movies: *An Unexpected Journey* (2012), *The Desolation of Smaug* (2013), and *The Battle of Five Armies* (2014). Those

techniques were applied in various frequencies. Moreover, the number of conversational implicatures showed 95 data from those movies. Most of the data above was well translated as there were only 26 data (25%) showed the pragmatic shifts. The pragmatic shifts occurred due to the inappropriate choice of translation technique, the incorrect dictions replaced the SL, and translator's misunderstanding in conveying the meaning of conversational implicatures. Furthermore, the descriptions of those techniques' application and the effects of those techniques towards the pragmatics shifts were mentioned in the explanation below.

a. Literal

There were 62 data of conversational implicatures applied the literal technique to transfer the message of conversational implicatures in SL. The results showed that most of the TL successfully conveyed the messages. This could be seen from the number of pragmatic shifts which was 15 data showed different meaning of conversational implicatures between SL and TL.

b. Reduction

Fourteen data of conversational implicatures used the reduction technique. This technique could be identified by the occurrence of deletion in some linguistic elements from the SL to TL. From those 14 data, there were 3 data indicated the pragmatic shifts.

c. Modulation

Twelve data were found applying the modulation technique. Most of the translation texts showed good criteria. The pragmatic shifts occurred in 4 data from 12 data. This technique could be seen from the change of view point between SL and TL.

d. Linguistic Amplification

Generally, this technique achieved the meaning transfer from SL to TL. This could be seen from the number of pragmatic shifts in the conversational implicatures data which showed only 1 data from 8 data of conversational implicatures.

e. Borrowing

The results showed that there were 7 data implemented the technique of borrowing. This technique used some words from SL and put those words to TL or subtitle. From 7 data that implemented borrowing technique, it showed that there was no data of pragmatic shift occurred due to its application.

f. Transposition

Transposition technique was used in 3 data of conversational implicature. From those 3 data, 1 data showed the pragmatic shifts. From the analysis result, it was found that the translator made a mistake by choosing the right words for the subtitle. In SL “*You could not wish for a finer blade*” indicated that the speaker forced his friend to take the blade. In TL, the statement was translated to be “*Kau tidak bisa dapatkan pedang yang lebih baik ini*”. To maintain the message of SL, it could be translated as “*Kau takkan dapatkan pedang yang lebih baik dari ini*”.

g. Adaptation

This technique was applied in 1 data, number 07. It did not cause the pragmatic shift. All the data of conversational implicatures were well translated and the messages of those were well transferred.

h. Compensation

Compensation was used once in data number 13. This technique succeeded in transferring the message of

conversational implicature in *The Hobbit: An Unexpected Journey* (2012).

i. Substitution

The technique of substitution was implemented in 1 data of conversational implicature. This technique caused the pragmatic shift in data number 15 as the translator replaced the subtitle with the note “*tanpa subtitel*”. This resulted the pragmatic shift.

j. Linguistic Compression

It's found that a data translated through this technique of translation. The application of Linguistic Compression technique did not cause the pragmatic shift in the data of conversational implicature.

Conclusion

The conversational implicature is messages that are not explained in the structure of sentence. This is implied by the speaker and the listener or reader should be able to conclude the message by understanding the contextual situation when the statement or sentence spoken by the speaker. In order to achieve good quality of translation, the translator needs to choose the proper technique in the process of translation.

From the analysis, it could be concluded that there were 10 techniques of translation applied in transferring the message of conversational implicatures found in *The Hobbit* movies. The one and only technique that did not cause the pragmatic shifts was adaptation. Moreover, the number of conversational implicatures showed 95 data and 26 data indicated the pragmatic shifts due to the inappropriate technique, translator's error in understanding and conveying the

message of the conversational implicatures found in *The Hobbit* movies.

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