



FINAL PROJECT

**ACHIEVEMENT OF PRAGMATIC EQUIVALENCE OF THE
GRICE'S COOPERATIVE PRINCIPLE IN THE INDONESIAN
SUBTITLE OF INCREDIBLES 2 MOVIE**

A final project

Submitted in partial fulfillment of the requirements

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By

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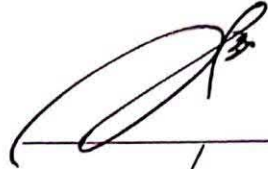
APPROVAL

This final project entitled *Achievement of Pragmatic Equivalence of The Grice's Cooperative Principle in The Indonesian Subtitle of Incredibles 2 Movie* has been approved by board examiners of English Department, Faculty of Languages and Arts, Universitas Negeri Semarang, on May 2019.

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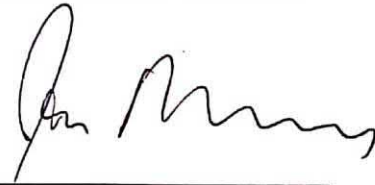
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Semarang, of May 2019



Dicky Diskriyanto

MOTTO AND DEDICATION

“Perfection is born from imperfection”

(Dicky Diskriyanto)

With the name of love,

I dedicate this final project to:

- (1) My beloved parents, Bapak, Ibu.
- (2) My beloved little sister, Lily Santika.
- (3) All of my beloved families.
- (4) All of my beloved friends.

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I would like address my honor and thankfulness for all my lecturers of English Department in Semarang State University who taught me precious knowledge during my study. I dedicate my endless gratitude and love to my beloved mother, father, my little sister Lily Santika for their unlimited loves, supports, and prayers. Thank you to all my best friends who were never tired to support me. I thank all of my friends in English Department, my friends in *Asrama Putra Gedung A*, all of my friends back in my hometown, and all my friends whose name cannot be mentioned one by one for giving me unforgettable memories and experiences.

Dicky Diskriyanto

ABSTRACT

Diskriyanto, Dicky. 2019. *Achievement of Pragmatic Equivalence of The Grice's Cooperative Principle in The Indonesian Subtitle of Incredibles 2 Movie*. Final Project. English Department, Faculty of Language and Arts, Semarang State University. The Advisor: Prof. Dr. Januarius Mujiyanto, M.Hum.

Keywords: Achievement, Pragmatic Equivalence, Grice's Cooperative Principle, Incredibles 2.

This research focused on analyzing the achievement of pragmatic equivalence of the Grice cooperative principle which was found in the Indonesian subtitle of *Incredibles 2* movie. The objective of this study was (1) to find out how the equivalence of quality maxim in the subtitle of *Incredibles 2* movie, (2) to find out how the equivalence of quantity maxim in the subtitle of *Incredibles 2* movie, (3) to find out how the equivalence of relevance maxim in the subtitle of *Incredibles 2* movie, (4) to find out how the equivalence of manner maxim in the subtitle of *Incredibles 2* movie and (5) to find out how the relation between verbal message and audio-visual message in the subtitle of *Incredibles 2* movie. This research used Grice's maxims theory.

Descriptive qualitative method is used in conducting this research. The data were obtained by using content analysis. The data in this research were the English and Indonesian subtitle of *Incredibles 2* movie. The data was analyzed based on Grice's four maxims starting with transcription continued to identification, followed by classification and finished by description. In this research, the researcher has a role as a data observer, the data collector, the data analyst, and the data reporter.

The findings showed about achievement of pragmatic equivalence of the Grice's cooperative principle in the Indonesian subtitle of *Incredibles 2* movie. From 79 samples, it was found 233 utterances which are pragmatically equivalent in terms of Grice's cooperative principle. It consists of four maxims. They are quality maxim, quantity maxim, relevance or relation maxim and manner maxim. The researcher found 58 samples pragmatically equivalent in quality maxim, 52 samples pragmatically equivalent in quantity maxim, 51 samples pragmatically equivalent in relevance maxim and 72 samples pragmatically equivalent in manner maxim. All of the samples have a relationship between verbal message and audio-visual message except two samples. They were sample (46) and sample (47). This study concludes that the pragmatic equivalence of the Grice's cooperative principle in the Indonesian subtitle of *Incredibles 2* movie has been achieved. The pragmatic equivalence of the Grice's cooperative principle gives the effects to the readers to catch the messages of the source text to the target text easily.

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LIST OF ABBREVIATIONS

BO	=	Bob/Mr. Incredible
CH	=	Chad
DA	=	Dash
DE	=	Deavor
EL	=	Elastigirl/Helen
FR	=	Frozone/Lucius
IN	=	Informant
MI	=	Minister
PA	=	Passenger
PO	=	Police
RD	=	Rick Dicker
ST	=	Source Text
TR	=	Tony Rydinger
TT	=	Target Text
VI	=	Violet

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CHAPTER I

INTRODUCTION

This chapter provides the introduction of the study. It contains six subsections. They are (1) Background of the Study, (2) Reasons for Choosing the Topic, (3) Research Questions, (4) Objectives of the Study, (5) Significance of the Study and (6) Outline of the Research.

1.1 Background of the Study

Language is the most fundamental aspect for doing communication. Without language, people will be difficult to communicate to each other. In this modern era, communication is necessary to gain more knowledge and get a lot of information.

Translation is the best choices to transfer some knowledge and information from one language into another language. Translation has a purpose for making reader or audience got the message and understands the information from the author. Translation can be considered success if the text can provide similar meaning to the original text (Newmark, 1988, p.48).

Translation is an effort to find equivalence of meaning and intention between source language and target language. Pragmatic equivalence is greatly emphasized since the object in translation is the intention and the meaning which is derived from the source language into the target language. Baker (1992) states that equivalence is influenced by a variety of linguistic

and cultural factors (p.6). Therefore, it is always relative. He divided the equivalence into three, grammatical equivalence, textual equivalence and pragmatic equivalence. I only concern on pragmatic equivalence.

Baker (1992) states that one of the most important notions that have emerged text studies in recent years is that of implicature (p.223). Grice (1975) uses the term implicature to refer to what speaker implies rather than what literal says (as cited in Baker, 1992, p.223). Panou (2013) states that the interest is not focus on what is actually said but what is intended or implied in a given context. The role of the translator is to find out the implied meaning if it is found in the ST and transfer them to the TT as equal as possible. The main purpose of the translator should recreate the intended message of the ST for the purpose of accessible and comprehensible to the target audience (p.4).

According to Grice (1975), a speaker can signal an implied meaning conventionally or non-conventionally. Implied meaning which is not signaled conventionally derives from the cooperative principle and its maxims. There are four maxims such as quality maxim, quantity maxim, relevance maxim and manner maxim (as cited in Baker, 1992, p.224).

In this era, there are many movies has been translated into some language, one of them is Bahasa. Based on this phenomenon, a specific translation branch which focuses on movie is created in order to deal with its translation process as a purpose to reach the best translation equivalence. This branch is called subtitling that under of Audiovisual Translation (AVT)

aspect. According to Mondo Agit Agency, subtitling is a type of audiovisual translation that has its own specifications, rules and criteria. It is limited to two lines of subtitle which are usually placed centered at the bottom of the screen. It cannot contain more than thirty-five characters such as any letter, symbol or space for each line. The subtitle that formed by two lines can have up to seventy characters. Each subtitle has a minimum duration of a second and a maximum duration of six seconds on screen (Permondo, n.d.).

A lot of movies has been translated into Indonesian language. One of them for example is *Incredibles 2* movie. *Incredibles 2* movie is a 2018 American computer-animated superhero film that produced by Pixar Animation Studios and distributed by Walt Disney Pictures. As a sequel to *The Incredibles* (2004), this movie is written and directed by Brad Bird. This movie is about the Parr family trying to restore public's trusts in superheroes while balancing their family life, only to battle with a new opponent who seeks to turn the society against all superheroes. Craig T. Nelson, Holly Hunter, Sarah Vowell and Samuel L. Jackson reprise their roles from the first film. The new cast includes Huckleberry Milner, Bob Odenkirk, Catherine Keener and Jonathan Banks. Michael Giacchino.

It is very interesting and challenging to learn English from movie especially pragmatic equivalence which is found in the movie subtitle. In the final analysis, the researcher analyzed the achievement of pragmatic equivalence of the Grice's cooperative principle as the result of the English subtitle is translated into Indonesian in literature. The researcher analyzed the

subtitle of *Incredibles 2* movie because it is attractive and challenging to be discussed. There are also some ways of dealing with pragmatic equivalence of the Grice's cooperative principle that can enrich the reader's knowledge about translation study.

Based on the reason that I had mentioned, I considered for having a research entitled *Achievement of Pragmatic Equivalence of The Grice's Cooperative Principle in The Indonesian Subtitle of Incredibles 2 Movie*.

In this study, pragmatic equivalence is happened if the intention of the TT is similar to the intention in the ST. Verbal message is about phrase, clause, sentence or utterances which being showed as a movie subtitle while audio-visual message is about facial expression that being showed by the characters. Relation between verbal message and audio-visual message is happened if the verbal message (movie subtitle) is supported by the audio-visual message (facial expression).

1.2 Reason for Choosing the Topic

There are three reasons for choosing this topic.

First, movie is entertaining for everyone and giving a message or moral value inside it. To make sure that the moral value is translated properly, I try to analyze the pragmatic equivalence of the Grice's cooperative principle which contains manner maxim inside in the subtitle of *Incredibles 2* movie.

Second, movie is one of the media for teaching. The content of the movie as being translated should be good in translation for making students

easy to understand the content and learn English. By doing this research, the teacher will know about four maxims in the *Incredibles 2* movie subtitle and their pragmatic equivalence. It is useful for both students and teachers because the cooperative principle contain quality maxim, quantity maxim, relevance/relation maxim and manner maxim which should be translated pragmatically equivalent.

Third, to know the best subtitle for the movies that can give the real dialogue translation to decrease misunderstanding of the audiences. The best subtitle can be seen from their achievement of pragmatic equivalence which deal with message and intention in translation especially in cooperative principle because it brings quality, quantity, relevance or relation and manner inside it.

1.3 Research Questions

In this study, the research question:

1. How is the equivalence of quality maxim in the subtitle of *Incredibles 2* movie?
2. How is the equivalence of quantity maxim in the subtitle of *Incredibles 2* movie?
3. How is the equivalence of relevance/relation maxim in the subtitle of *Incredibles 2* movie?
4. How is the equivalence of manner maxim in the subtitle of *Incredibles 2* movie?

5. How is the relation between verbal message and audio-visual message in the subtitle of *Incredibles 2* movie?

1.4 Objectives of the Study

The objective of the study:

1. To find out how the equivalence of quality maxim is in the subtitle of *Incredibles 2* movie.
2. To find out how the equivalence of quantity maxim is in the subtitle of *Incredibles 2* movie.
3. To find out how the equivalence of relevance/relation maxim is in the subtitle of *Incredibles 2* movie.
4. To find out how the equivalence of manner maxim is in the subtitle of *Incredibles 2* movie.
5. To find out how the relation between verbal message and audio-visual message is in the subtitle of *Incredibles 2* movie?

1.5 Significance of the Study

The significance of the study based on the purpose above as stated as follows:

1. This study hopefully will enrich the reader's knowledge about interpersonal and transactional conversation which contains quality maxim. The readers will learn how to do trusted communication with real evidence and how to achieve pragmatic equivalence in translation.

2. This study hopefully will enrich the reader's knowledge about interpersonal and transactional conversation which contains quantity maxim. The readers will learn how to do effective communication by giving information as informative as they can and how to achieve pragmatic equivalence in translation.
3. This study hopefully will enrich the reader's knowledge about interpersonal and transactional conversation which contains relevance maxim. The readers will learn how to be relevant for doing conversation in daily life and how to achieve pragmatic equivalence in translation.
4. This study hopefully will enrich the reader's knowledge about interpersonal and transactional conversation which contains manner maxim. The readers will learn how to avoid obscurity expression, unambiguous, be brief and be orderly in conversation. They will also learn how to achieve pragmatic equivalence in translation.
5. This study hopefully will enrich the reader's knowledge about relation between verbal message and audio-visual message in the subtitle of *Incredibles 2* movie. Verbal message and audio-visual message should be related to each other for the purpose of delivering unambiguous message or moral value of the movie.

1.6 Outline of the Study

This final project consists of five chapters:

Chapter 1 comprises the introduction part which covers background of the study, reasons for choosing the topic, research questions, objectives of the study, significance of the study and the outline of the study.

Chapter II, the writer presents the review of related literature which discusses review of previous studies, review of theoretical study of translation, the equivalence theory, cooperative principle, subtitling theories, and theoretical framework.

Chapter III contains the investigation method. It discusses research design, object of study, role of researcher, source of data, instrument for collecting data, procedure of collecting data, and procedure of analyzing data.

Chapter IV presents the description of the research, the result of data collecting during experiment, and the discussion of the data.

Chapter V includes the conclusion of the result and some suggestions related to the study.

CHAPTER II

REVIEW OF RELATED LITERATURE

Chapter II is review of related literature. This chapter presents a review of the previous studies, review of the theoretical study, and theoretical framework. The review of theoretical study gives some supporting theories related to the study such as the definition of translation, the equivalence theory, cooperative principle and subtitling theories which include theory of Audio-Visual Translation (AVT), definition of subtitle and the effective subtitle.

2.1 Review of the Previous Studies

There have been several studies related to the topic discussed in this research. The following researches are some of the research that has a relation with the writer's topics.

Herawati (2009) analyzed if the Grice's theory is suitable to Indonesian language culture found that the non-observance of the conversational maxims theory are applied in the dialogues of *Miller's The Crucible*. The non-observance of the conversational maxims theory that is applied is flouting the maxims, violating the maxims, and opting out the maxim. Flouting the maxims consists of flouting quality, flouting quantity, flouting relation, and flouting manner. Flouting quality is done in three ways, they are flouting quality by using metaphor, by using hyperbole, and using both metaphor and hyperbole. In violating the maxims category, only violating quality is found in the dialogues of *Miller's The Crucible*.

Iskandar (2010) in the Gricean maxim analysis in the scripts of *the Simpson season 5*. He found that the speakers had shown their observance towards four maxims. Meanwhile, there also deviation towards this maxim such as violating, clashing, opting out and flouting the maxim.

Machali (2012) in the study of Gricean maxim as an analytical tool in translation for question of adequacy found that the maxim of relevance seems to play a greater role than other maxims. The maxim of quantity also plays an important part in some cases and can be intertwined with translator's power and mandate in translation. Grice's maxims cannot be used as a tool in the texts that contain politeness.

Alduais (2012) analyzes the applying conversational maxims on examples taken from non-standard Arabic language, Yemeni dialect, an idiolect spoken at IBB city found that our speech can be systematized and contain implicatures in one way but not in another to some extent is true. In conclusion, Grice's theory can be applied to other idiolects of non-standard Arabic.

Retnowaty (2013) in the study of Grice's cooperative principle awareness and realization in non-native English speaker conversation found that most of the participants show flouting the quantity maxim in order to achieve certain purposes. There were a relation between non-native English speakers' consciousness of Grice's cooperative principle and their realization in conversation. The participants were aware enough of Grice's cooperative

principle by realizing the observance of the maxims better than the non-observance ones. The awareness of Grice's cooperative principle is closely related to its realization in non-native English speakers' conversations.

Tan, Wang & Peng (2013) in the study of application of cooperative principle in college English listening comprehension found that using the theory of pragmatics is actually useful in the college English listening comprehension.

Tajabadi, Dowlatabadi, and Mehri (2014) in the study of Grice's cooperative maxims in oral arguments: the case of dispute settlement councils in Iran found that the two maxims of manner and quality, have been more frequently abided by the participants in oral arguments. On the other hand, the participants have frequently violated the maxims of quantity and relevance.

Wijayanti (2014) in the study of parents' and children's use of cooperative principle in *despicable me 2*. She found that characters in movie not only observe the maxim of cooperative principle but they also failed to observe it by doing violating, opting out and flouting the maxim. Adults and children had same ability to use cooperative principle even though they had different intention when they did non-observance.

Safitri, Seken, Putra (2014) in the study of observance and non-observance of Gricean maxim in instructional context: an analysis of EFL classroom interaction. They found generally teachers and students observe all of the Gricean maxims in certain part of classroom teaching activities.

However, teachers and students also produce non-observance of maxim in the classroom interaction by doing flouting and violating maxim.

Khoyi and Behnam (2014) analyze the cooperative principle and speech acts in Iranian law courts found that, there is a direct relationship between quantity maxims' violation correlated with different speech acts and criminal conviction or acquittal. In addition, some speech acts such as directive speech act is most frequent, commissive speech act is least frequent and the number of expressive speech act is close to each other in incriminated and acquitted cases. Therefore, defendant's problems/difficulties in answering to the questions may be related to the kinds of speech acts which are used by interrogators. It is apparent that everything in legal language is subordinated to the effort to achieve precision and avoid ambiguity. This obsession caused for violation of Grice's maxims in legal communication. Thus, language used in the legal setting is understandable to the specialist community but it keeps non-specialists at a respectable distance.

Diputra (2015) in a study of the use of conversation and speech act in *Iron man* movie. He found 123 utterances follow Grice's maxims that divided into 30 times of quality maxim, 21 times of quantity maxim, 47 times of relevance maxim and 25 times of manner maxim. However, there are also five characters who flouted four conversation maxims.

Yuliasri (2016) in the study of translation techniques and pragmatic equivalence in Indonesia translation of humorous utterances in the Walt Disney's Donald Duck comics found that 96.87% utterances is pragmatically

equivalent. It used several translation techniques such as linguistic compression, amplification, generalization, established equivalent, literal translation, compensation, linguistic amplification, variation, particularization, borrowing, transposition, description, and calque. Only 3.13% of the translated text is not pragmatically equivalent, and this is resulted from the use of discursive creation, reduction, adaptation, and modulation techniques.

Kazemi and Ebrahimi (2016) in the study of Grice principle application in commercial advertisements of *Hamshahri* and *Jame Jam* Newspapers found that most disobeyed maxim is the maxim of quality, whereas the least observed is the maxim of relevance

Sa'adah (2016) in the translation analysis of textual Equivalence and pragmatic equivalence in *freedom writers* movie and its script. In this research, Sa'adah found 35 cases of pragmatic equivalence. It consist of 4 cases in coherence, 9 cases of quality maxim, 4 cases of quantity maxim, 9 cases of manner maxim and 9 cases of relation maxim. The textual equivalence consist of 14 cases in personal reference, 6 cases in demonstrative reference, 5 cases in comparative reference, 2 cases in substitution, 2 cases in ellipsis, 8 cases in conjunction and 3 cases in lexical cohesion.

Thakur (2016) in the study of cooperative principle of conversation in *Vikram Seth's a Suitable Boy* found that the value and richness of the

conversational maxims lies not in observing, but in flouting them as a result of which a literary artist is able to generate various aesthetically satisfying devices. The reasons for the violation of these maxims lies in characters' inter-personal factors such as various cross-purposes, attitude, tension, conflict and soon especially socio-cultural factors like politeness, tact, social power, and taboos, etc.

Herlina (2017) in the study of identification of *Chappie's* utterances by Grice's maxims in *Chappie* movie. She found 224 *Chappie's* utterances but only 69 utterances being analyzed. There are 29 utterances follow the quantity maxim, 29 utterances follow the quality maxim, 49 utterances follow the relation maxim and 61 utterances follow the manner maxim. There are also utterances that breach the maxim by doing flouting and violating such as 23 utterances of quantity maxim, 2 utterances of quality maxim, 9 utterances of relation maxim and 1 utterance of manner maxim.

Utami, Nugraheni, and Hardiyanti (2017) analyze Gricean maxim in *Beatrice's* utterances in *Divergent* movie found that *Beatrice* does not implement all cooperative principle in her utterances, but mostly, *Beatrice* does obeying quantity maxim. *Beatrice* has done effective communication by obeying cooperative principle of quantity maxim. *Beatrice* does violations of cooperative principle. Submissive of cooperative principle are mostly obeyed by *Beatrice*, so the result of communication is effective as required.

Liu (2017) analyzes the application of cooperative principle and politeness principle in class question-answer process found that classroom

quiz is a common way of students and teachers to interact. in order to let students master more knowledge and skills, teachers must appropriate application of the politeness principle and cooperative principle. Teachers should pay attention to the way and method of asking questions. Especially, in class question-answer process teachers should use normative language and words to construct sentences according to students' ability of receptivity and students' academic performance. Teachers' expression must be euphemism and accurate as soon as possible and give affirmation and encouragement for students answer to improve the amount of language output of students' language.

Fang and Xin (2017) analyze the conversational implicature in *Nirvana in Fire* from the perspective of cooperative principle found that, In *Nirvana in Fire*, people usually provide more or less information to express their implicature. This part mainly the violation of the maxim of quantity. One problem is that both sides should grasp the meaning of conversation, otherwise, the ideal effect will not achieve in the end.

Attardo (1990) in the study of violation of Grice's maxims in jokes found that jokes and other kinds of humorous text can yield information, both on the principled construction of the texts which violate the maxim to exploit the deception of the hearer's expectations, and on the hierarchical organization of the maxims.

Al-Hamadi and Muhammed (2009) analyze the Grice conversational maxim violation in the responses of some western politicians found that the

maxim of quantity and more importantly the maxim of quality are much more violated than the maxims of relevance and manner which is due to the very language of politics. Politics usually requires certain considerations in communicating every information. So, truthfulness, sufficiency or insufficiency of any piece of information cannot be readily understood

Pan (2012) in the study of vagueness in English news from Grice's cooperative principle found that vague language in news usually violates the quality, quantity, manner and relevance maxim in consequence of different reasons like special situations. For another, the usages of the vague language promote the expressive effects of the news item and give the readers a lot of things to think and meditate.

Pertiwi (2013) in the study of maxim violation in literary found that some utterances in the tales which grouped in the teddy bear tales, fairy tales, and animal tales. Both of narration and conversation are flouting the four maxims of conversation. The function of flouting maxims is to encourage the readers' imagination toward the tales. It is developed by six others functions such as generating specific situation, developing the plot, enlivening the characters' utterance, implicating message, indirectly characterizing characters, and creating ambiguous setting.

Chaipreukkul (2013) in the study of non-observance of Grice's cooperative principle found in humor discourse in *The Big Bang Theory* found that various means of non-observance of the cooperative principle maxims had contributed to humor generation in which flouting was the most

frequently used. Repartee was the rhetorical technique employed the most by characters to interchange a witty reply during interlocution in the series. Rhetorical techniques of humor are used to complement the types of non-observance to the study by rendering a reason for the cause of humor.

Hidayati and Indarti (2013) analyze the violation of maxims in *Malam Minggu Miko Situation Comedy* found that the violation of the maxim of relation is the most frequent occurrence than the other maxims. The cooperative principle and the four maxims are violated frequently in *Malam Minggu Miko* sitcom. When the cooperative principle is violated, humor is created.

Wartety, Elfiondri, and Rina (2014) analyze the violation of Grice's cooperative principle in humor found in *Sabrina the Teenage* sitcom found that maxim that commonly violate in order to causes funniness in sitcom *Sabrina the teenage witch* is maxim of quality followed with maxim of relevance, maxim of quantity and maxim of manner is the rare occur. Sometimes people do not talk in orderly way because they are eager to explain something or accuse someone of what he did before. The violating of the cooperative principle in humor does not occur in consciously, but it can create in order to cause funniness.

Sobhani and Saghebi (2014) in the study of the violation of cooperative principle and four maxims in Iranian psychological consultation found that the violation of cooperative maxims often happens in consequence of the delicately complex essence of the psychological consulting context.

The reasons and the violation types depend on the sophisticated nature of each psychological consulting case. There was a rationale behind human conversations and spoken exchange within the psychological context since even when someone violates some maxims, they still imply pivotal points, vital reasons and important information. All of them are helpful for accurate diagnosis. Hence, Grice's maxims could make a great contribution in the field of pragmatics and psychology, whether followed or flouted.

Waget (2015) in the study of violations of Grice's maxims in *The Prince and the Pauper* movie found that the four characters *Prince, Tom Canty, King, and the Earl of Hertford*, on purpose violate all of Grice's maxims in order to mislead counterpart, be polite, save face, avoid getting into an argument, and communicate self-interest. The maxim he violates the most is maxim of quantity.

Dwi (2015) analyzes flouting maxim in EFL classroom interaction found that sorts of maxim that is flouted by speaker are maxim of quantity, quality and manner. The flout of maxim is done by students because of their lack of linguistic and action competence. There are conversational implicature (flouting maxim) in the dialogue of a teacher and her students during EFL teaching and learning process. It can be claimed that the way to produce conversational implicature in the dialogue is violating or flouting maxim of quality, maxim of quantity, maxim of relevance and maxim of manner.

Fahmi (2016) in the study of Grice's maxims violation in daily conversation found that the maxims which are most violated in the study are maxim of quantity followed with maxim of quality, maxim of manner, and maxim of relevance. The reason for violating the maxims are cultural factor, as Indonesian prefers to apply indirectness strategy and western countries prefer directness strategy while conversing. The cause for violating is also social distance.

Sari and Musyahda (2016) in the study of flouting maxim of Grice's cooperative principle on *Cak Cuk* Surabaya T-shirts found that the maxim of quality is mostly flouted by the expressions on *Cak-Cuk* Surabaya T-shirts. Furthermore, most of flouting maxims were meant for emphasizing the intended meaning and creating humor.

Toda and Ghozali (2017) in the study of cooperative principle violation in *Maleficient* movie found that maxim of quality was the highest maxim that was violated by the characters followed with maxim of quantity, maxim of manner, and the lowest was maxim of relation. The main reason characters in *Maleficient* movie intentionally violated the maxims in order to hide the truth.

Zebua, Rukmini and Saleh (2017) in the study of violation and flouting of cooperative principle in the *Ellen Degeneres* talk show found that the male participants mostly did the flouting than violating, quantity maxim is dominantly flouted by male participants because uses exaggerated statement to convey their opinion. The female participants dominantly violate the

relevance maxim by avoiding talking about something, changing the conversation topic and do not giving well responses to the partner. It is because they are in talk show with many audiences and will be published in American television. They have to be careful in giving comments by violating the maxim of relevance.

Rahmi, Refnaldi and Wahyuni (2018) in the study of violation of conversational maxim found in *Rosi* talkshow found that four maxims of the cooperative principle is violated by the interviewee when answering the question at *Rosi* Talkshow. The dominant maxim that is violated is maxim of quantity followed by other maxim such as maxim of relation, maxim of quality and maxim of manner. The most dominant type of maxim violation is quantity because the speakers give information as much as possible to make it clear and to create good image with good words to get sympathy from audiences. The politicians are the talkative people to give more additional information to respond to the host's question. They want to create good image in public by good words for getting audiences' sympathy.

Ibrahim, Arifin, and Setyowati (2018) in the study of flouting maxim in the *Se7en* movie script found that in *Se7en* movie, the characters flouted all the types of maxim and maxim of relevance is the most flouted. The characters tend to flout the maxim as a distraction and wanted to persuade the listeners to find the hidden meaning of what the speakers say. Three motivations that lead the characters to flout the maxims; they are competitive, collaborative and conflictive.

2.2 Review of the Theoretical Study

This part gives a brief explanation of the description of terms related to the study. They are definition of translation, the equivalence theory, cooperative principle and subtitling theories which include theory of Audio-Visual Translation (AVT), definition of subtitle and the effective subtitle.

2.2.1 Definition of Translation

Translation is transcribing process of meaning, intention, ideas and messages of a text from one language to other language with several considerations such as accuracy, acceptability, readability, clarity and naturalness of the translation. It is an important consideration if the readers in the target text get the same intention as the readers in the source text. The following are definitions by some professionals.

Hatim and Munday (2004) stated that translation as “the process of transferring a written text from source language (SL) to target language (TL)” (p.6). On the other hand, Nida and Taber (1982) stated that “translating consists in reproducing in the receptor language the closest natural equivalent of the source language message” (p.12).

One of the most significant definitions is stated by Newmark (1988), translation is perceived as rendering the meaning of a text into another language in the way that the author intended the text (p.5). This definition suggests the importance of maintaining the original author’s intended meaning in translated text from ST into the TT. Translation can be defined as

a translating process of written or spoken language from one language into another language by interpreting the meaning of those language to make the readers more understand without reducing the message, intention and information delivered by the authors. In brief, translation can be concluded as a process of transcribing a thought from one language to other language accurately in a written form by focusing on its grammar, syntax, meaning, intention and cultural aspect.

2.2.2 The Equivalence Theory

Baker (1992) addresses the equivalence issue in a more neutral approach by stating that equivalence is always relative because it is influenced by a variety of linguistic and cultural factors (p.6). The book's chapters are organized by different kinds of equivalence, start from word level, phrase, grammar, text and pragmatics. Therefore, such topic like grammatical equivalence, textual equivalence and pragmatic equivalence is discussed in the book. The difference is lied on word-level and above-world-level equivalence. Taking on a bottom-up approach, Baker (1992) acknowledges the importance of individual words during the translation process, since the translator looks firstly at the words as single units in order to find their equivalent in the transfer language (in Panou, 2013, p.4). Baker (1992) provides a definition of the term word referring to its complex nature since a single word can sometimes be assigned different meanings in different languages. Therefore, some parameters such as number, gender and tense should be taken into consideration when translating a word (pp.11-12).

According to Panou (2013), grammatical equivalence refers to the diversity of grammatical categories across languages and the difficulty of finding an equivalent term in the TT due to the variety of grammatical rules across languages. Baker stresses that differences in grammatical structures may significantly change the way the information or message is carried across. As a result, the translator may be forced to add or delete information in the TT because of the lack of specific grammatical categories. Several major categories that often pose problems for translators are number, voice, person, gender, tense and aspect (p.4).

On the other hand, Panou (2013) states that textual equivalence refers to equivalence that may be achieved between a ST and TT in terms of cohesion and information. Baker states that texture feature is importance for the translators since it facilitates their comprehension and analysis of the ST and helps them to produce a cohesive and coherent text in the TL. The decision of translator to maintain the cohesive or not ties as well as the coherence of the SL text mainly rests on three main factors, the target audience, the translation purpose and type of text (p.4).

Pragmatic equivalence deals mainly with implicatures. Grice (1975) uses the term implicature to refer to what implies rather than what literally says (as cited in Baker, 1992, p.223). Panou (2013) states that the interest is not focus on what is actually said but what is intended or implied in a given context. The translator role is to find out the meaning of implicatures if these exist in the ST and transfer them to the TT as equal as possible. The main aim

of the translator is to recreate the intended message of the SL in such a way so that it becomes accessible and comprehensible to the target audience (p.4).

Panou (2013) said that Baker's contribution to the field of translation studies is widely acknowledged because of her providing a systematic approach to training translators through the elaboration of specific strategies. It can be used for numerous translation problems of translators in daily. Therefore, this book forms a sound basis for translators by addressing both theoretical and practical issues in translation (p.5).

2.2.3 Cooperative Principle

According to Baker (1992), Pragmatic is the study of language in use (p.218). Pragmatic Equivalence refers to words in both languages having the same effect on the readers in both languages. From the variety of concept that are central to this particular area of language study, Baker (1992) has chosen two which she believe to be particularly helpful in exploring the question "how a given text comes to 'make a sense'" to a given readership and highlighting areas of difficulty in cross-cultural communication (p.218). These are coherence and implicature. Baker (1992) stated that coherence is the network of relations which organize and create a text (p.218). While Baker (1992) says that Grice (1975) uses the term implicature to refer to what the speaker/writer means or implies rather than what he or she literally says (p.218). Implicature is not to be confused with non-literal meaning, for instance with idiomatic meaning. Idiomatic meaning is conventional, and its

interpretation depends on a good mastery of the linguistic system in question rather than on a successful interpretation of a particular speaker's intended or implied meaning in a given context.

According to Grice (1975), a speaker can signal an implied meaning conventionally or non-conventionally. In the first case, he/she will use textual resources such as preposition and conjunctions. The other is grammatical structures such as subordinate clause. Implied meaning which is not signaled conventionally derives from the Grice's cooperative principle (as cited in Baker, 1992, p.224).

Cooperative principle is conversational principle that proposed by Grice. It describes how people achieve effective conversational communication in common social situations. That is about how listeners and speakers act cooperatively and accepted by one another in a particular way. Grice (1975) suggests that discourse has certain importance features for instance it is connected, it has a purpose and it is a cooperative effort (as cited in Baker, 1992, p.225).

Grice (1975) expects the participant to observe "make your conversational contribution such as is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged" (as cited in Baker, 1992, p.225). Cooperative principle is divided into four maxims, called the Gricean maxims or Grice's maxims that describe specific principle observed by people as the purpose of doing effective

communication. Four maxims according to Grice (1975) are maxim of quality, maxim quantity, maxim of relevance and maxim of manner (p.45).

Maxim of Quality: “Try to make your contribution one that is true” specifically, A) Do not say what we know to be false; B) Do not say something for which you lack adequate evidence. Therefore, lie, guess, and surmise are regarded as the violation of quality maxim.

Maxim of Quantity: Quantity means making our contribution as informative as is required; A) Make your contribution as informative as is required (for the current purposes of the exchange), B) Do not make your contribution more informative than is required. Hence, verbosity and reticence are regarded as the violation of quantity maxim.

Maxim of Relevance/Relation: Be relevant, that is making your contributions relevant to the current exchange. If the speaker’s conversation is not correlated to the topic, the relevance maxim is violated.

Maxim of Manner: A) Avoid obscurity of expression B) Avoid ambiguity, C) Be brief (avoid unnecessary prolixity), D) Be orderly; Therefore, disordered and sarcastic expressions full of metaphors and descriptions are considered violation of the maxim of manner

2.2.4 Subtitling Theories

2.2.4.1 Theory of Audio Visual Translation (AVT)

Branauskiene (2008) defines Audio Visual Translation (AVT) as “the process by which a film or television program is made comprehensible to a target audience that is unfamiliar with the original source language” (p.14).

According to Baker and Hochel (2001), the most widespread forms of AVT are subtitling and dubbing (p.74). According to Munday (2009), subtitling is visual, involving the superimposition of a written text onto the screen, while dubbing is a process which uses the acoustic channel for translational purposes (p.141).

Based on Gottlieb (2001), all kinds of audio-visual translations have four features in common. First, teamwork, as in drama translation where the commissioner, the publisher, the translator, the director and the actors take the floor successively. Second, translators work with intermediate texts which defy the traditional dichotomy between source and target language. Third, criteria applied to audio-visual translation are comprehensibility, accessibility and usability. The function of these texts prevails over the quality of their legibility and often is limited to language norms. Fourth, the characteristics of audio-visual translation have implications for training to bridge the gap between the theory and the professional application (p.11).

2.2.4.2 Definition of Subtitle

According to Merriam Webster’s Collegiate Dictionary, the noun subtitle is defined as a secondary or explanatory title; a printed statement or fragment of

dialogue appearing on the screen between the scenes of a silent motion picture or appearing as a translation at the bottom of the screen during the scenes of a motion picture or television show in a foreign language (as cited in Palmer, 2005, p.8).

O'Connell (2007) defines subtitling as “supplementing the original voice soundtrack by adding written text on screen” (as cited in Ghaemi and Benjamin, 2010, p.40). Gottlieb (1992) states that a subtitler is faced with the formal (quantitative) and textual (qualitative) constraints. The formal constraints are the space factors (a maximum of 2 lines and 35 characters) and the time factor, while textual constraints are those imposed on the subtitle by the visual context of the film (as cited in Ghaemi and Benjamin, 2010, p.41).

From those definitions above, it can be seen that subtitle is a written translation form of a dialogue in a foreign-language film, while subtitling is an activity for making the subtitle which transfers the dialogue in the film in spoken form into a written form and shows on the bottom screen.

2.2.4.3 The Effective Subtitle

According to Antonini (2005), the words contained in the original dialogues tend to be reduced by between 40 and 75 percent to give viewers the chance of reading the subtitle while watching the film at the same time (as cited in Munday, 2009, p.148). Gottlieb (2001b) states that in the subtitle itself, it consisted of one or two lines of 30 to 40 characters including spaces) that are displayed at the bottom of the picture, either center or left-aligned (as cited in Munday, 2009, p.149).

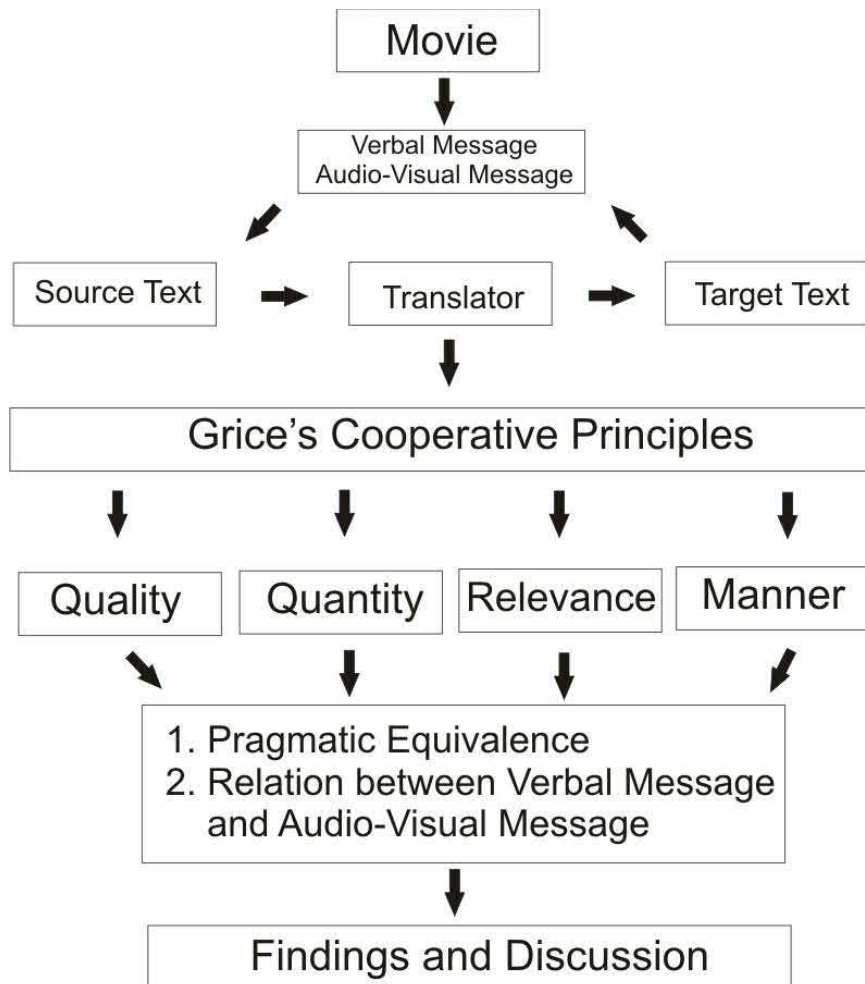
There are three principal operations that the translator must carry out in order to obtain effective subtitle proposes by Antonini (2005) first, elimination which consists of cutting out elements that do not modify the meaning of the original dialogue, but only the form, such as hesitations, false starts, and redundancies; and removing the information that can be understood from the visuals, such as a nod and shake of the head. Second, rendering which refers to dealing with features such as slang, dialect and taboo language. Third, simplification which indicates a condensation and fragmentation of the original syntax to promote comfortable reading (as cited in Munday, 2009, p.148).

2.3 Theoretical Framework

Translation is a transcribing process of meaning, ideas, intention and messages of a text from one language to other language. According to Newmark (1988), defines translation as rendering the meaning of a text into another language in the way that the author intended the text (p.5). This definition suggests the importance of maintaining the original author's intended meaning in translated text from ST into the TT. Nida and Taber (1982) states "translating consists in reproducing in the receptor language the closest natural equivalent of the source language message" (p.12). Equivalence is meant to indicate that source text and target text share kind of similarity in a certain terms. According to Panou (2013), there are several equivalence theories which have been proposed by scholars in the field, such as Vinay and Darbelnet (1958), Jakobson (1959), Catford (1965), Nida and

Taber (1969), Koller (1979), Newmark (1981), Baker (1992), House (1997), and finally, Pym (2010) (p.1).

Figure 2.1. The Diagram of Framework Analysis



In this study, the writer uses Baker's pragmatic equivalence theory especially in the Grice's cooperative principle. Baker (1992) states that one of the most important notions that have emerged text studies in recent years is that of implicature (p.223). Grice (1975) uses the term implicature to refer to what speaker implies rather than what literal says (as cited in Baker, 1992, p.223). Panou (2013) states that the interest is not focus on what is actually said but what is intended or implied in a given context. The role of the

translator is to find out the implied meaning if it is found in the ST and transfer them to the TT as equal as possible. The main purpose of the translator should recreate the intended message of the ST for the purpose of accessible and comprehensible to the target audience (p.4).

The researcher analyzed the movie based on two aspects verbal and audiovisual. Verbal message is about phrase, clause, sentence or utterances which being showed as a movie subtitle while audio-visual message is about facial expression that being showed by the characters. Grice's cooperative principle was used to analyze the movie subtitle. Using this approach, a translator is viewed as a communicator that communicates a source text in a cooperative way with the target readers. Grice's cooperative principle divided into four maxims such as quality maxim, quantity maxim, relevance/relation maxim and manner maxim. After founding the Grice's cooperative principle found in the subtitle of *Incredibles 2* movie, the researcher analyzed them into several analysis started with formal equivalence continued to semantic equivalence and followed by pragmatic equivalence. However, this study only concerned and discussed on pragmatic equivalence and their relation between verbal message and audio-visual message of the four maxims.

In this study, pragmatic equivalence is happened if the intention of the TT is similar to the intention in the ST. Relation between verbal message and audio-visual message is happened if the verbal message (movie subtitle) supported by the audio-visual message (facial expression).

CHAPTER V

CONCLUSION AND SUGGESTIONS

In this chapter, the researcher would like to give the conclusion about this final project. The researcher had done all the analysis of this final project and especially on the fourth chapter. Based on the fourth chapter, the researcher concludes that in this final project the pragmatic equivalence of the Grice's cooperative principle in the Indonesian subtitle of *Incredibles 2* movie has been achieved. The pragmatic equivalence of the Grice's cooperative principle gives the effects to the readers to catch the messages of the source text to the target text easily. Some suggestions are mentioned for other researches who are interested in conducting the research that has the same field from this research.

a. Conclusion

The findings showed about achievement of pragmatic equivalence of the Grice's cooperative principle in the Indonesian subtitle of *Incredibles 2* movie. From 79 samples, the researcher found 233 utterances which pragmatically equivalent in terms of Grice's cooperative principle. It is divided into four maxim, quality maxim, quantity maxim, relevance or relation maxim and manner maxim. The researcher found 58 samples pragmatically equivalent in terms of quality maxim, 52 samples pragmatically equivalent in terms of quantity maxim, 52 samples pragmatically equivalent in terms of relevance maxim and 72 samples pragmatically equivalent in

terms of manner maxim. All of the samples have a relationship between verbal message and audio-visual message except two samples. They are sample (46) and sample (47). In this study, the researcher concludes that the pragmatic equivalence of the Grice's cooperative principle in the Indonesian subtitle of *Incredibles 2* movie has been achieved. The pragmatic equivalence of the Grice's cooperative principle gives the effects to the readers to catch the messages of the source text to the target text easily.

5.2 Suggestion

Toward the further researcher who might develop similar research, the writer gives suggestion. First, to find trusted indicator on analyzing the cooperative principle. It is because in quality maxim and manner maxim, trusted and relevant communication only can be noticed if someone watches the whole story movie while in quantity maxim and manner maxim, informative and clear communication are indicated from the question. Second, be careful and be patience on analyzing cooperative principle because one utterance or sample may follow more than one maxim. Third, researcher should learn about human emotions and characteristics for easier on analyzing the data. It is very useful on analyzing the relation between verbal message (subtitle) and audio-visual message (facial expression) in the movie. Four, to discover more detail problems which is not in this research. The further researcher is also expected to notice the gaps between this final project and another related similar project for the purpose of the study, the object of the study, and data

sources. It is also expected that this research can be continued as a comparison study or a reference to accomplish the other research process.

The researcher suggests to the translators to give more attention on translating intended message, because it is mostly found in speaking. The translators also need to make correlation between verbal message and audio visual message. It is because while the audiences listen to the dialogue and reading the subtitle, they also pay attention to the character's movement and their expression.

For the readers especially in academic terms, this study can be as a further reference or media for teaching interpersonal and transactional conversation. It is because cooperative principle gives benefit to make our conversation effectively. The readers are suggested to learn the achievement of pragmatic equivalence of the Grice's cooperative principle because intended meaning is always being found in every conversation and we are always doing conversation in daily live. Equivalence in meaning and intention is important to transfer our message, idea, moral value and culture.

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