



**APPLICATION OF THE GRICE'S MAXIM FLOUTING IN
THE SUBTITLING OF *CENTRAL INTELLIGENCE* MOVIE**

A final project

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by

Aditya Nugroho

2201415140

ENGLISH DEPARTMENT

FACULTY OF LANGUAGES AND ARTS

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APPROVAL


This final project, entitled *Application of the Grice's Maxim Flouting in the Subtitling of Central Intelligence Movie* has been approved by the Board of Examination and officially verified by the Dean of Language and Arts Faculty of State University of Semarang on October, 2019.


Board of Examination

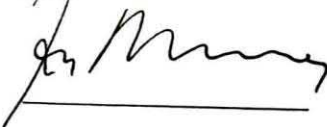
- 1. Chairperson**
Ahmad Syaifudin, S.S., M.Pd.
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- 2. Secretary**
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NIP. 197411042006042001
- 3. First Examiner**
Dr. Rudi Hartono, S.S., M.Pd
NIP. 196909072002121001
- 4. Second Examiner/ Second Advisor**
Dr. Hendi Pratama, S.Pd., M.A.
NIP. 198505282010121006
- 5. Third Examiner/ First Advisor**
Prof. Dr. Januarius Mujiyanto, M.Hum.
NIP. 195312131983031002












Approved by
Dean of Faculty of Language and Arts



Dr. Sri Rejeki Urip, M.Hum
NIP. 196202211989012001

DECLARATION OF ORIGINALITY

Hereby, I

Name : Aditya Nugroho

Student's Number : 2201415140

Department/Major : English Language and Literature/ English Education

Faculty : Languages and Arts

Declare that the final project entitled "APPLICATION OF THE GRICE'S MAXIMS FLOUTING IN THE SUBTITLING OF CENTRAL INTELLIGENCE MOVIE" is my own work and has not been submitted in any form of another degree or diploma at any university or another institute of territory education. Information derived from the published and unpublished work of others has been acknowledged in this text and a list of references is given in the bibliography.

Semarang, 28 of September 2019



Aditya Nugroho

MOTTO AND DEDICATION

“My life is on the line. If I lose this I kill myself. I’m gonna go and I’m gonna win”

(Johan ‘n0tail’ Sundstein)

To:

My beloved parents;

My beloved sister;

All of my beloved families;

All of my beloved friends.

ACKNOWLEDGMENT

First and the foremost, I would like to deliver my gratitude to Allah SWT, the Beneficent, the Merciful, for the blessing, guidance, and inspiration, so I can accomplish this final project entitled "Achievement of Pragmatic Equivalence in the Subtitling of the Grice's Maxims Flouting in *Central Intelligence Movie*". Peace and blessing go to the messenger of Allah, Muhammad SAW.

I would like to express my sincere gratitude to Prof. Dr. Januarius Mujiyanto, M.Hum. as my best advisor for giving me guidance, advice, as well as suggestions in finishing this final project. I would like to address my honor and thankfulness for all my lecturers from the English Department at Universitas Negeri Semarang who gave me precious knowledge during my study.

Thank you to all my best friends who were never tired to support me. I thank all of my friends in the English Department and other departments, my friends in *Kontrakan Mba Yayuk*, 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.

Finally, the writer realizes that this final project has many weaknesses. Any corrections, comments, and criticism for the improvement are accepted.

Aditya Nugroho

ABSTRACT

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Keywords: Central Intelligence, Cooperative Principle, Maxim Flouting, Implicature, Pragmatic Equivalence.

This research aims to find the Grice's maxims flouting in the subtitling of Central Intelligence movie. The objectives of this study are (1) to identify the pragmatic equivalence and types of Grice's maxim flouting in the subtitling of Central Intelligence, (2) to describe the strategies of Grice's maxim flouting in the subtitling of Central Intelligence. Thus, this research used Grice's maxims theory as basic notions. Flouting maxims is one of the forms of a non-observed Cooperative Principle.

This research designed as descriptive qualitative research. This research can be called descriptive qualitative research because the writer classified the flouting maxims by using Grice's theory in *Central Intelligence* movie. The writer listed and described the data obtained by classifying the data in the subtitle of the movie and describing the pragmatic equivalence of the flouting maxims.

The findings showed the achievement of pragmatic equivalence in the subtitling of the Grice's maxims flouting in *Central Intelligence* movie. The researcher found 41 samples and 42 utterances flouted Grice's maxims which pragmatically equivalent in terms of flouting maxims. The researcher found 15 samples of flouting the quality maxim, 10 samples of flouting the quantity maxim, 9 samples of flouting the relation maxim, and 8 samples of flouting the manner maxim. In this study, the researcher concludes that the pragmatic equivalence of the flouting maxims in the subtitle of *Central Intelligence* movie has been achieved.

The researcher suggests being careful when analyzing the data. The translator must watch the whole movie and pay attention to the context of the utterances, not the literal meaning. There are lots of cases the implicature happens especially by flouting the maxim. The culture, emotions, and characters beyond the movie also involved in pragmatics analysis.

TABLE OF CONTENTS

APPROVAL.....	ii
DECLARATION OF ORIGINALITY	iii
MOTTO AND DEDICATION	iv
ACKNOWLEDGMENT.....	v
ABSTRACT.....	vi
CHAPTER I.....	1
INTRODUCTION	1
1.1 Background of the Study.....	1
1.2 Reason for Choosing the Topic.....	6
1.3 Research Questions	6
1.4 Purpose of The Study	7
1.5 Significance of The Study	7
1.6 Outline of The Study	8
CHAPTER II.....	9
UNDERLYING THEORIES AND REVIEW OF RELATED LITERATURE	9
2.1 Review of Previous Studies.....	9
2.1.1 Previous Studies Related to Pragmatic Equivalence.....	9
2.1.2 Previous Studies Related to Cooperative Principles (Maxims)	12
2.1.3 Previous Studies Related to Equivalence in Translation.....	15
2.1.4 Previous Studies Related to Translation Methods	18
2.1.5 Previous Studies Related to Figurative Language	19
2.2 Review of Theoretical Study.....	20
2.2.1 Definition of Translation.....	20

2.2.2	Equivalence in Translation.....	21
2.2.3	Pragmatic Equivalence.....	22
2.2.4	Speech Acts.....	24
2.2.5	Coherence.....	27
2.2.6	Implicature.....	28
2.2.7	Conversation Implicature.....	30
2.2.8	Cooperative Principles.....	32
2.2.9	Maxims Flouting.....	35
2.2.10	Strategies of Maxim Flouting.....	38
2.3	Theoretical Framework.....	42
CHAPTER III.....		45
RESEARCH METHODOLOGIES.....		45
3.1	Research Design.....	45
3.2	Object of the Research.....	46
3.3	Data and Source of Data.....	46
3.4	Roles of Researcher.....	47
3.5	Instrument for Collecting the Data.....	47
3.6	Procedure for collecting the data.....	48
3.7	Procedures for Analyzing Data.....	49
CHAPTER IV.....		51
FINDINGS AND DISCUSSIONS.....		51
4.1	Findings.....	51
4.1.1	Quality Maxim Flouting.....	52
4.1.2	Quantity Maxim Flouting.....	59
4.1.3	Relation/Relevance Maxim Flouting.....	66

4.1.4	Manner Maxim Flouting	71
4.2	Discussion	75
CHAPTER V.....		79
CONCLUSION AND SUGGESTIONS		79
5.1	Conclusion.....	79
5.2	Suggestions.....	80
REFERENCES.....		82
APPENDICES		85

CHAPTER I

INTRODUCTION

The first chapter presents (1) Background of the study, (2) reason for choosing the topic, (3) research questions, (4) purpose of the study, (5) significance of the study, and (6) the outline of the research.

1.1 Background of the Study

Language is part of our lives that cannot be ignored. When people want to communicate with each other what do they need to deliver their feelings is through the language. The message in the language can be delivered if they catch the meaning. What if the target language (TL) has a different language with the source language (SL)? So, they need a translation to communicate. Communication is closely related to meaning. The aim of communication is to convey the message or information to other people. Whereas, translation also has a similar aim with communication that is to communicate the aim of information to other people.

Translations are the best choice to transfer some knowledge and information from one language into another language. Translation has a purpose for making the reader or audience get the message and understand the information from the author. Translation can be considered successful if the text can provide similar meaning to the original text (Newmark, 1988, p.48)

According to Nida and Charles R. Taber (1982, p. 12), “translating consists in reproducing in the receptor language the closest natural equivalent of

the source language message. First, in terms of meaning and secondly in terms of style". Nida emphasizes the notion of translation on the equivalent.

The translation is an effort to find the equivalence of meaning between the source language and target language. Equivalence of meaning greatly is emphasized since the object in translation is the meaning which is conveyed from the source language into the target language. The dictionary defines equivalence as being the same, similar, or interchangeable with something else. It means that meaning is a central aspect of translating. There is no perfect equivalence because every word has a different meaning. Meaning appears from language structure form or because has lexical meaning.

Baker (1992) stated that equivalence is a relative notion because it is influenced by a variety of linguistic and cultural factors. He divided the equivalence into three, grammatical equivalence, textual equivalence, and pragmatic equivalence. We will only concern on pragmatic equivalence.

Pragmatic is the study of utterance meaning, sentences that are used in communication and also the study of meaning in language interaction between a speaker and hearer. Pragmatic Equivalence refers to words in both languages having the same effect on the readers in both languages. Pragmatics examines how the speaker and hearer affect the ways in which language is used to perform various functions and intentions (intended purpose). It can be giving commands, giving and asking for information, and asking for help, In linguistics, utterances

which have something to do with others and require them to do what the speaker says are called speech act.

Speech act is one of the pragmatic field studies. It shows a human activity in a language, in the pragmatics study it examines the way people act through their speech. Speech act theory puts stress on the use of language. As language is the act of doing something, the study of speech act studies how someone expresses something like promising, thanking, requesting, apologizing. It means that when someone tells something, she also does something.

Austin (as cited in Cutting, 2008, p. 13) defines speech acts as the actions performed in saying something. This is similar to Yule (1996, p. 47) who proposes that speech acts are actions performed via utterances. Furthermore, Searle (1969, p. 16) defined speech acts as the basic or minimal units of linguistic communication. Speech act is one element of pragmatics discussion involving speaker, hearer or writer, reader and things that were talking about. In attempting to express themselves, people do not only produce utterances containing grammatical and words, but they perform actions via those utterances.

Besides, Austin first introduced the idea of speech acts, analyzing the relationships between utterances and performances. Speech acts usually appears in the first person, and use the simple present tense, indicative. Austin Speech acts are not descriptive, instead, they are pronounced to affect an actual situation, speech acts usually do not refer to the past events. Speech act is the action

performed by language to modify the state of the object on which the action performed. In many aspects of life, speech acts can always be found.

On the other hand, Baker (1992) defines pragmatics is the study of language in use. It is the study of meaning, not as generated by the linguistic system but as conveyed and manipulated by participants in a communicative situation. Of the variety of notions that are central to this particular area of language study, she had chosen two which she believed to be particularly helpful in exploring the question of 'making sense' and in highlighting areas of difficulty in crosscultural communication.

Coherence is a network of relations that organize and create a text: cohesion is the network of surface relations that link words and expressions to other words and expressions in a text, and coherence is the network of conceptual relations that underlie the surface text. Both concern the way stretches of language are connected to each other. Coherence depends on the ability of the hearer/reader to interpret a stretch of language based on his/her expectation and experience of the world. Which in their turn are influenced by the society he/she lives in.

Baker (1992) stated that pragmatic equivalence deals mainly with implicature. Drawing from Grice (1975), Baker argued that the term implicature is used to refer to what is implied and not to literal meaning. In other words, the focus of interest is not on what is explicitly said but what is intended or implied in a given context. She also uses the term implicature to refer to what the speaker means or implies rather than what s/he literally says. 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. For example:

Table 1.1 The example of conversational implicature

00:15:46,080 --> 00:15:50,841	
Lexi: Guys, my name's Lexi. Just let me know if you need anything.	Lexi: Kawan - kawan, namaku Lexi. Beri tahu aku jika butuh apa saja.
Robbie: Okay.	Robbie: Baiklah.
Lexi: I mean, like, anything at all.	Lexi: Maksudku, apa saja.

This is a scene when Lexi offered the menu for Robbie and Calvin. She said to them if they needed anything they can call Lexi. If we took a look at this example, Lexi gave stresses on the second utterance. It is implied that the meaning Lexi said if Robbie needed something even beyond her job as a waitress she could do it. In the other case, we can make an argument that she was trying to seduce Robbie.

Regarding the explanation above the writer interested in conducting research based on the *Central Intelligence* movie. *Central Intelligence* is a 2016 American action comedy film directed by Rawson Marshall Thurber and written by Thurber, Ike Barinholtz and David Stassen. The film stars Kevin

Hart and Dwayne Johnson as two old high school friends who go on the run after one of them joins the CIA in order to save the world from a terrorist who has an intention to sell satellite codes.

Based on the phenomena above, it is interesting for the researcher to carry out a research which is entitled APPLICATION OF THE GRICE'S MAXIMS FLOUTING IN THE SUBTITLING OF CENTRAL INTELLIGENCE MOVIE.

1.2 Reason for Choosing the Topic

Reason for choosing the topic is stated as follows:

- (1) Comedy movies are very entertaining and interesting to be watched. But sometimes it is hard to catch where is the funny part despite the differences in the language used in the movie. So I tried to analyze the pragmatic equivalence in the movie.
- (2) To know the best translation that makes the audience catch the implied meaning of the dialogues used in the movie. The best subtitles can be seen from their achievement of equivalence in translation especially in pragmatic equivalence because it brings quantity, quality, relevance or relation and manner inside it.

1.3 Research Questions

In this research, the writer formulates the problems of the study as follows:

- (1) What are the pragmatic equivalence and types of maxim flouting in the subtitling of Central Intelligence?

- (2) What are the strategies of Grice's maxim flouting used in the subtitling of *Central Intelligence* movie?

1.4 Purpose of the Study

The objectives of the study;

- (1) To identify the pragmatic equivalence and types of Grice's maxim flouting in the subtitling of Central Intelligence.
- (2) To describe the strategies of Grice's maxim flouting in the subtitling of Central Intelligence.

1.5 Significance of the Study

- (1) Academic Significance

Academically this research can be used as an additional source and references for translation study especially related to pragmatic equivalence.

- (2) Practical Significances

For students, this research is expected to be used as an additional reference in conducting related to the pragmatic equivalence of translation. For teachers, this research can be used as an additional source of pragmatic equivalence of translation.

For other readers, this research can make them understand more about the topic, the problem, and how to solve the problem in this research.

1.6 Outline of the Study

The arrangement of this study is divided into 5 chapters and each chapter consists of subchapters inside. The first chapter is the introduction. In the introduction, it comprises the background of the study, reasons for choosing the topic, research problems, the purpose of the study, the significance of the study, and the outline of the research. Next is chapter II that consists of review from related literature which serves a set of relevant theories of translation and pragmatic equivalence as a basis for investigating the problem.

After that, it goes to chapter III that presents the research methodology. It concerns with research design, the object of the study, source of data, roles of the researcher, instruments for collecting data, procedures of collecting the data and procedures of data analysis. Then, the next is chapter IV which concerns the results of the study. It presents the general description, finding and discussion. The last chapter is chapter V which presents conclusions and suggestions dealing with the results and discussion of the study.

CHAPTER II

UNDERLYING THEORIES AND REVIEW OF RELATED LITERATURE

This chapter encompasses reviews of related literature and underlying theories. It consists of 3 subchapters; Review of Previous Studies, Review of Theoretical Study, and Theoretical Framework.

2.1 Review of Previous Studies

There are some researches related to this topic of study that also discussed pragmatic equivalence in translation. The researcher needs to do the literature review in order to know how the other researchers analyze the topic, so the researcher can avoid the possibility of duplication. Amin (2013) conducted research related to the implicature study. The objectives of this study are to explain how the pragmatic equivalence of the implicature appears in Prophet Muhammad's jokes. The theories used in this research are translation procedures by Newmark and Grice's Cooperative principles. The result concludes that the object of this research consists of 3 hadiths, there are 19 sentences. Based on the translation procedures, the translator used literal 19 times, transference 8 times, addition and reduction 7 times, modulation 5 times and shift 4 times.

2.1.1 Previous Studies Related to Pragmatic Equivalence

Some researchs related to pragmatic equivalence were conducted by Pratiwi (2016), Diskriyanto (2019), Puspitaningrum (2013), Sa'adah (2016), and Yuliasri (2016). Pratiwi's study aimed at 2 objectives, first is to classify the type of speech acts and their subtitling employed in Zootopia movie. The next objective is

to describe the pragmatics equivalent of subtitling of speech acts in the subtitle of Zootopia movie. The data are analyzed by using the speech act theory of Yule (1996) and pragmatic equivalence theory of Baker (1992). This research also described the pragmatic equivalence in the subtitling of the speech act in Zootopia movie that consists of 33 data coherence and 12 data implicature.

Diskriyanto (2019), 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 to find out how the equivalence of Grice's maxims and to find out how the relation between verbal message and audio-visual message. This research used Grice's maxims theory. A descriptive qualitative method is used in conducting this research. The findings showed the 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 that are pragmatically equivalent in terms of Grice's cooperative principle.

Puspitaningrum (2013), this research is under pragmatic study. The objectives of this research are to (1) identify the types of maxim flouting in the main characters' utterances in *Confession of a Shopaholic* movie, and to (2) identify the strategies used to flout the maxims. This research was descriptive qualitative. It concerned with the description of the data in the form of utterances produced by the characters in which maxim flouting exists. The results show that all maxims of the Cooperative Principle are flouted. They are the maxim of quality, quantity, manner, and relation. Flouting of quantity maxim occurs 17

times. It is followed by flouting of relation maxim which takes place 15 times. The third position is flouting of the quality maxim which happens 5 times. The last position is flouting of manner maxim which takes place 4 times.

The next research was conducted by Sa'adah (2016). The purposes of this research are divided into two parts. The first purpose of this research is to describe the textual and pragmatic equivalence in the *Freedom Writers* movie. The second is to find out the most dominant of textual and pragmatic equivalence in the *Freedom Writers* movie. This research applied a descriptive qualitative method, it means that it does not need a statistic approach to explore the material. Qualitative research is a research of which the data are written or oral words are descriptively analyzed. The data is collected by documentation. The primary data is taken from the *Freedom Writers* movie script. The secondary data is taken from many literary books and some relevant materials to support and complete the primary data source.

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 are 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 has resulted from the use of discursive creation, reduction, adaptation, and modulation techniques.

2.1.2 Previous Studies Related to Cooperative Principles (Maxims)

Maulinawati (2018), this research aims to analyze the flouting maxims that contain in the *Central Intelligence* movie. This research uses the qualitative method and the unit of analysis is the *Central Intelligence* movie script. In more specific terms, the research is aimed at identifying and documenting the rhetorical strategies that are used by the characters and analyzing the implicature. The maxims are flouted when the speaker using the utterances in the form of rhetorical strategies, such as tautology, metaphor, hyperbole, irony, and rhetorical question. This research used the cooperative principle and conversational implicature theory which was initiated by Paul Grice and used the rhetorical strategies by Grundy. As a result, this research shows that seventeen flouting maxims performed by the characters.

Pertiwi (2013) in the study of maxim violation in literary found that some utterances in the tales 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 other functions such as generating specific situations, developing the plot, enlivening the characters' utterance, implicating message, indirectly characterizing characters, and creating an ambiguous setting.

The next research was conducted by Hidayati (2015). This research aims (1) to describe the types of maxims that are flouted in *The Devil Wears Prada*, (2) to reveal and explain the strategies used by the main characters to flout maxims in *The Devil Wears Prada*, and (3) to describe the functions of maxim flouting done

by the main characters in *The Devil Wears Prada*. A pragmatic approach was applied in this research. Meanwhile, the descriptive qualitative method was employed. The data of the research were in the form of utterances that contain maxim flouting which was spoken by the main characters in *The Devil Wears Prada*. The context of the research was the dialogues of the movie. The data sources of this research were *The Devil Wears Prada* movie and its script.

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

Herawati (2009) analyzed if Grice's theory is suitable to Indonesian language culture found that the non-observance of the conversational maxims theory is 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 a metaphor, 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*.

Yuvike and Winiharti (2009). This article deploys the application of the Cooperative Principle in analyzing the dialogues in Arthur Miller's *The Crucible*. The applied research methods were qualitative and quantitative. The dialogue of the play was transferred in the form of excerpts to the computer manually. Then the application of The Non-observance of the Conversational Maxims was analyzed and its occurrences are counted. It is found that The Non-observance of the Conversational Maxims are applied in the play.

Herlina (2017), this study aimed at the identification of *Chappie's* utterances by Grice's maxims in *the 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. Some utterances breach the maxim by doing flouting and violating such as 23 utterances of quantity maxim, 2 utterances of the quality maxim, 9 utterances of relation maxim and 1 utterance of manner maxim.

Attardo (1990) in the study of the 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.

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 vague language promote the expressive effects of the news item and give the readers a lot of things to think and meditate.

2.1.3 Previous Studies Related to Equivalence in Translation

This research was conducted by Panou (2013). The concept of equivalence can be said to hold a central position in translation studies. Nevertheless, it has been a rather controversial one, causing many heated debates among translators as to its nature, definition, and applicability. The aim of the present paper is to provide a critical evaluation of the most influential equivalence theories that have been proposed by scholars in the field, such as Vinay and Darbelnet (1958), Jakobson (1959), Nida and Taber (1969), Catford (1965), House (1997), Koller (1979), Newmark (1981), Baker (1992), and finally, Pym (2010). These theories are presented to provide a better understanding of how the concept evolved. It is concluded that the usefulness or not of the concept of equivalence to the translation process varies according to the stance of the translators concerned on what they regard are the virtues of equivalence itself.

Safakum (2013) conducted research related to equivalence study. The objective of this research is to identify translation equivalence made in Abraham Lincoln: Vampire Hunter movie. Descriptive qualitative research is applied in this research to solve the problem by collecting, classifying, and analyzing the data carried out for describing and summarizing a certain situation objectively. Translation equivalence is the data, and the data source is subtitles of Abraham Lincoln: Vampire Hunter movie.

Another previous research related to this study was conducted by Nababan (2003). This study aimed at the problems of equivalence occurs at various levels, ranging from word to textual level. The equivalence problems emerge due to semantic, socio-cultural, and grammatical differences between the source language and the target language. These three areas of equivalence problems are intertwined with one another. The meaning(s) that a word refers to are culturally bound, and in most cases, the meaning(s) of a word can only be understood through its context of use.

The next research was conducted by Dewi (2014), the aims of this study are investigating and analyzing the equivalence and shift found in Indonesian translation of English adjective phrases in magazine articles. This study employed a descriptive qualitative method. From the result of the study, it can be concluded that textual equivalence indicates the similarities of the function of the adjective phrase in both English and Indonesia.

Then, Nafsiah (2018) on her research focuses on identifying identify the methods used by the translator in translating Tolstoy's *God Sees the Truth, But Waits*, (2) to describe the degree of equivalence between the English original version and the Indonesian translation of the short story, and (3) to show the relationship between the translation methods used and the degree of equivalence. The translation methods used in this study are proposed by Newmark while the degrees of equivalence are analyzed using Bell's.

The next research was conducted by Urip (2012). This study aimed to analyze how a translator applies a formal equivalence approach as a strategy to

achieve his translation purpose to remain faithful to the original text. In translating an Indonesian novel entitled "*Bumi Manusia*" into English, the translator who is an Australian, tried to keep the authenticity of the source text by carried out his translation within the framework of formal equivalence strategy.

Next research was conducted by Supriyeni (2013), this research aims at describing the variation of the language forms of directive utterances and its subtitling, describing the equivalence of the speaker's intentions of directive utterances and its subtitling, and describing the equivalence of the politeness patterns of directive utterances in the adventure movie and its subtitling.

Next research was conducted by Sari (2017) her research focuses on analyzing contextual equivalence of Indonesian – English on the Label in Museum Radya Pustaka, and (2) to describe the translation methods used in the Indonesian – English translation of the label in the Museum Radya Pustaka. there were two research methods used in the study, they were data library research and descriptive qualitative research method. The data were taken from Museum RadyaPustaka Surakarta. The findings showed that almost text labels in the Museum Radya Pustaka use grammatical equivalent.

Then, another research was conducted by Kustanti (2006) her research focuses to identify the word, above word and grammatical equivalence in the novel "Harry Potter and the Goblet of Fire" written by Joane Kathleen Rowling and translated into Indonesian as "Harry Potter and Piala Emas" by Listiana Srisanti and to see what strategies were used to make the translation equal.

2.1.4 Previous Studies Related to Translation Methods

According to translation studies, Sunarto (2015) on his research focuses on identifying the translation shifts of noun phrases found in the subtitling of Ice Age 4 movie by Sagaz net and to describe the equivalence of noun phrase subtitling found in the Ice Age 4 movie by Sagaz net. This research belongs to a descriptive qualitative study that takes a documentation method as the method of collecting data and comparison technique as a method of analyzing data. The data source was in Ice Age 4 movie subtitles containing noun phrases. The data in this research are English and Indonesian movie subtitling. The finding shows there are four types of translation shifts of the noun phrase which are a level shift, structure, translation shift of noun phrases to another phrase, and intra-system shift.

Next research was conducted by Rahmi (2016) her research focuses to discover the semantic shifts used in Tintin's comic series, (2) to discover the most frequent use of semantic shifts categories which appear in the translation process that used by the translator, (3) to find out the reasons which may cause shifting on meaning in the translated text. The data are collected from the selected words based on the issues in the semantic shift from both versions of the comic.

Then, another study was conducted by Namdari (2015). The present study is an investigation into translation accuracy in terms of pragmatic and lexico-syntactic features of translators who know English and have specialized in translation studies as their major and those who studied chemistry but know English well. Based on an Oxford Placement Test (OPT), thirty homogenized participants were selected concerning their language proficiency.

2.1.5 Previous Studies Related to Figurative Language

Maulana (2016), his research focuses on identifying the types of metaphor which are found in selected lyrics of "The Script", "Katy Perry", and "Michael Bublé", (2) Describing the elements which are being compared in such metaphors of selected lyrics from "The Script", "Katy Perry", and "Michael Bublé", and (3) Explaining the functional meaning of the metaphor in selected lyrics of "The Script", "Katy Perry", and "Michael Bublé", and to describe the implication in the use of metaphor in education.

Next research was conducted by Liantara (2018) her research focuses to find the translation of figurative language in the songs and letters in *Snow Flower and the Secret Fan* novel, specifically in the equivalence of the translation from English to Bahasa Indonesia. Secondly, it discovers the strategies used and the problems found in the translation of the novel. The subject of this research is Lisa See's *Snow Flower and the Secret Fan* Novel. The data were classified based on the types of figurative language as proposed by Perrine. The research findings showed that literal translation is more often used by translators than Larson's strategy.

2.2 Review of Theoretical Study

2.2.1 Definition of Translation

Generally, translation is a process of rendering meaning, ideas, or messages of a text from one language to another language. Some considerations follow this process, which mainly related to the accuracy, clarity, and naturalness of the meaning, ideas, or messages of the translation. It means that it is an important thing to consider whether the readers of the target text accept equivalent information as the readers of the source text does. These considerations are clarified in some definitions of translation stated by some experts.

One of the most prominent definitions of translation is stated by Newmark (1988: 5) who defines translation as “rendering the meaning of a text into another language in the way that the author intended the text”. This definition stresses on rendering the meaning of the source language text into the target language text as what is intended by the author.

Hatim and Munday (2004, p. 6) define translation as "the process of transferring a written text from source language (SL) to target language (TL)". In this definition, they do not explicitly express that the object being transferred is meaning or message. The emphasis on translation as a process.

Nida and Taber (1982, p. 12), on the other hand, state that “translating consists in reproducing in the receptor language the closest natural equivalent of the source language message”. This definition is more comprehensive than the previous ones. Nida and Taber explicitly state that translation is closely related to the problems of languages, meaning, and equivalence.

From the definitions mentioned above, the writer found that translation is a process that is intended to find meaning equivalence in the target text. Baker (2011, p. 9) underline the term meaning equivalence because it is the meaning which is transferred to the target language. In this case, translators are faced with text as a unit of meaning in the form of sets of words or sentences. In brief, language means the process of transferring the meaning from the source language into the target language by considering the norm and rules of the culture to make it clear and acceptable.

2.2.2 Equivalence in Translation

Something that we say in one language can have the same value (the same worth or function) when it is translated into another language. The relation between the source text and the translation is then one of equivalence (“equal value”), no matter whether the relation is at the level of form, function, or anything in between. Equivalence does not say that languages are the same; it just says that values can be the same (Pym, 2010, p. 6). Some experts define the meaning of equivalence as below;

Concerning equivalence, Nida maintains that there are two basic types of equivalence: (1) formal equivalence and (2) dynamic equivalence. In particular, Nida argues that in Formal equivalence the TT resembles very much the ST in both form and content whereas in dynamic equivalence an effort is made to convey the ST message in the TT as naturally as possible.

More specifically, Newmark replaces Nida’s terms of formal and dynamic equivalence with semantic and communicative translation respectively. The major

difference between the two types of translation proposed by Newmark is that semantic translation focuses on meaning whereas communicative translation concentrates on effect.

Lastly, Baker in her influential book *In Other Words* (2011) addresses the vexing issue of equivalence by adopting a more neutral approach when she argues that equivalence is a relative notion because it is influenced by a variety of linguistic and cultural factors (p. 6). In particular, the chapters of her book are structured around different kinds of equivalence, that is, at the level of word, phrase, grammar, text, and pragmatics. Hence, terms such as grammatical, textual and pragmatic equivalence come up.

In more detail, a distinction is made between word-level and above-world-level equivalence. Adopting a bottom-up approach, Baker 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 TL.

Baker goes on to provide a definition of the term word referring to its complex nature since a single word can sometimes be assigned different meanings in different languages. Consequently, parameters such as number, gender and tense should be taken into consideration when translating a word (p. 11-12).

2.2.3 Pragmatic Equivalence

Pragmatic is the study of utterance meaning, sentences that are used in communication and also the study of meaning in language interaction between a speaker and hearer. Pragmatic Equivalence refers to words in both languages having the same effect on the readers in both languages. According to Baker

(2011, p. 230) from the variety of notions that are central to this particular area of language study, Baker has chosen two which she believed 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.

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. Moreover, Panou (2013) states that textual equivalence refers to equivalence that may be achieved between ST and TT in terms of cohesion and information. Baker states that texture feature is important 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).

Baker (1992) defines 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). Grice’s cooperative principle has been used to analyse pragmatic equivalence by Baker (1992). Using this approach, a translator is viewed as a communicator that communicates a source text in a cooperative way with the target readers, following the four

cooperative maxims. In other words, the translator is expected to consider the quantity of the information, the quality of the truth, the relevance or consistency of the context, and clarity of the translation. (Cuellar, n.d.:9)

2.2.4 Speech Acts

The term “speech act” was coined by the linguistic philosopher John Langshaw "J. L." Austin (1962) and developed by another philosopher John Rogers Searle (1969). It is used by people to express their actions via speech or utterances. Yule (1996, p. 47) defines speech acts as “actions performed via utterances” which can be classified into an apology, complaint, compliment, invitation, promise, or request. Briefly, when a speaker utters something, he or she then expects that the hearer will be affected by his or her utterances. For example when your friend said, "tomorrow is my birthday, please come and join the party". The meaning is your friend wanted you to come to his birthday because she had prepared everything and he did not want his friend missed his birthday.

Austin (as cited in Cutting, 2008, p. 13) defines speech acts as the actions performed in saying something. This is similar to Yule (1996, p. 47) who proposes that speech acts are actions performed via utterances. Furthermore, Searle (1969, p. 16) defined speech acts as basic or minimal units of linguistic communication. Speech act is one element of pragmatics discussion involving speaker, hearer or writer, reader and things that were talking about. In attempting to express themselves, people do not only produce utterances containing grammatical and words, but they perform actions via those utterances.

2.2.1.1 Austin’s classification

Austin's theory was based on his belief that speakers do not merely use language to say things, but to do things and those utterances could be regarded as speech acts. Austin (1962, p. 108) states that in issuing an utterance, a speaker can perform three acts simultaneously. They are a locutionary act, illocutionary act, and perlocutionary act.

(1) Locutionary act

A locutionary act is a simple act of saying something and meaning the things that people say. It is the basis of utterance or producing a meaningful linguistic expression. Austin (1962, p. 108) states that locutionary act is roughly equivalent to uttering a certain sentence with certain sense and reference, which again is roughly equivalent to meaning in the traditional sense. The locutionary acts are acts of speaking in the construction of speech, such as uttering certain sounds or making certain marks, using particular words and using them in conformity with the grammatical rules of a particular language and with certain senses and certain references as determined by the rules of the language from which they are drawn.

This is in line with Levinson's statement (1983, p. 236) that the locutionary act is the utterance of a sentence with determinate sense and reference. In addition, Leech (1983, p. 199) formulates the locutionary act as **s says to h that X**, in which *s* refers to the speaker, *h* refers to the hearer, and *X* refers to the certain word spoken with a certain sense and reference.

According to which English sentences are constructed there are three patterns of locutionary act. They are declarative if it tells something, imperative if it gives an order and interrogative if it asks a question. Levinson (1983, p. 242) says that

all languages appear to have at least two of mostly three of these sentences-types. For example, in the sentence “*I’ve just made some coffee*”, the locutionary act is that the speaker utters the statement (declarative) that s/he just made some coffee (Yule, 1996, p. 48).

(2) Illocutionary Act

Austin (1962, p. 108) says that illocutionary act is an utterance that has a certain force. It is an act performed in saying something. It is the intention behind the words. It is the act of using utterance to perform a function. When saying something, a speaker does not only produce utterance with no purpose. S/he forms an utterance with some kind of function in mind. The formulation of the illocutionary act **in saying X, s asserts that P** (Leech, 1983, p. 199). *P* refers to the proposition or basic meaning of an utterance. In Yule’s example “*I’ve just made some coffee*”, the speaker makes an offer or statement (Yule, 1996, p. 48).

Examples of illocutionary acts include accusing, apologizing, blaming, congratulating, declaring war, giving permission, joking, marrying, nagging, naming, promising, ordering, refusing, swearing, and thanking. The functions or actions just mentioned are also commonly referred to as the illocutionary force (point) of the utterance.

(3) Perlocutionary Act

According to Austin (1962, p. 108), perlocutionary act is the achieving of certain effects by saying something. It concerns the effect an utterance may have on the hearer. Put slightly more technically, a perlocution is an act by which the locution and illocution produce a certain effect in or exert a certain influence on

the hearer. Still another way to put it is that a perlocutionary act represents a consequence or by-product of speaking, whether intentional or not. The effect of the act being performed by speaking is generally known as the perlocutionary effect (Mey, 2009, p. 1003). The formulation of the perlocutionary act **by saying X s convinces h that P** (Leech, 1983, p. 199). For example, by saying "I've just made some coffee", the speaker performs a perlocutionary act of causing the hearer to account for a wonderful smell, or to get the hearer to drink some coffee (Yule, 1996, p. 48-49).

2.2.5 Coherence

Coherence is a network of relations that organize and create a text: cohesion is the network of surface relations that link words and expressions to other words and expressions in a text, and coherence is the network of conceptual relations that underlie the surface text. Both concern the way stretches of language are connected. In the case of cohesion, stretches of language are connected by virtue of lexical and grammatical dependencies. In the case of coherence, they are connected by virtue of conceptual or meaning dependencies as perceived by language users.

The coherence of a text is a result of the interaction between knowledge presented in the text and the reader's own knowledge and experience of the world, the latter being influenced by a variety of factors such as age, sex, race, nationality, education, occupation, and political and religious affiliations. Coherence is mostly receiver-centered. It depends on the ability of the hearer/reader to interpret a stretch of language on the basis of his/her expectation

and experience of the world. Which in their turn are influenced by the society he/she lives in. For example:

“He looked like a Frodo coming down the mountain. The hobbit was walking slowly and singing to himself.”

One has to know that "Frodo" and "the hobbit" are the same person, which means that he/she must have read the novel *Lord of the Rings*, seen the movie drawn from it, or at least heard about one of the two. If a translation of the sentence were addressed to a public who is not likely to have done any of the above-mentioned things, the translator would probably have to intervene and modify it, for instance in the following way:

“He looked like Frodo the hobbit coming down the mountain. He was walking slowly and singing to himself.”

Thus coherence is not a property of text but the event/situation and the people and things involved in it. A dialogue can be coherent to one observer or participant and not coherent to another.

2.2.6 Implicature

Baker (2011, p. 235) said 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. Implicature is not to be confused with non-literal meaning, for instance with idiomatic meaning. Implicatures, then, are pragmatic inferences which allow us to understand a stretch of language beyond its literal meaning by taking into account the Cooperative Principle.

This complicates the task of a translator who might knowingly or unknowingly eliminate certain possible interpretations of the original text (Baker, 2011, p. 238). For instance in the following exchange:

A: Shall we go for a walk?

B: Could I take a rain check on that?

The interpretation depends on knowing the meaning of the expression “take a rain check” in American English, and will be “If you don’t mind, we’ll do it another time”. While in the case of:

A: Shall we go for a walk?

B: It’s raining.

The answer could be interpreted as: “No, thanks, I don’t want to get wet”, or “Okay, but let’s take an umbrella”, etc.

According to Grice mentioned by Baker (2011, p. 236), who is mainly concerned with spoken language, a speaker can signal an implied meaning conventionally or non-conventionally. In the first case, he/she will use textual resources such as conjunctions or grammatical structures. Implied meaning which is not signaled conventionally derives from the Cooperative Principle and its maxims of Quantity, Quality, Relevance, and Manner. The first is the quantity which makes your contribution as informative as is required. In addition, it should not make more informative than is required. Next is quality, it should contain the truth or do not write that what you believe is false. Moreover, it should not lack adequate evidence from what you said. After that is relevance/relation that should make your contribution relevant to the current exchange. The last is the manner

that you should avoid obscurity, ambiguity, avoid prolixity and be orderly. The maxims of the Cooperative Principle can be flouted for various reasons but, generally speaking, we assume that an utterance that follows a question provides an answer to that question. Therefore we will try to find an interpretation that suits the question.

Again, the inferences we draw will depend on our knowledge of the world, of the participants in the discourse and the situation. Implicatures, then, are pragmatic inferences which allow us to understand a stretch of language beyond its literal meaning by taking into account the Cooperative Principle. This complicates the task of a translator who might knowingly or unknowingly eliminate certain possible interpretations of the original text (Baker, 2011, p. 238).

Grice suggests several factors that can contribute to our success or failure to interpret implicatures. First is the conventional meanings of the words and structures used (mastery of the language) and the recognition of any references involved. Then the cooperative principle and its maxims. Next is the context of the utterance. After that is other elements of background knowledge. The last is the fact that the above-mentioned elements are available to both participants (Baker, 2011, p. 238).

2.2.7 Conversation Implicature

Conversational Implicature is implications derived on the conversational principles and assumptions, relying on more than linguistic meaning words in an utterance. In conversation people make communication. In true condition, the speakers use different ways to express their meant.

The characteristic of conversational implicature is well defined. Types of implicature can be identified by the characteristics of each type. Different with conventional implicature that expressed agreed meaning from lexical item, the conversational implicature is not intrinsically associated with any expression (Grundy as cited in Victory, 2010). Conversational implicature is inferred from the use of some utterance in context.

Kind of implicature generally could be tested by cancelability, detachability, calculability, and conventionally (Cummings, as cited in Victory, 2010). One of the ways to identify conversational implicature in an utterance is by *Cancellable Implicature* (Grice, 1975). Implicature can be cancelled when the speaker gives additional information on his or her utterance. It means that when the speaker produces an implicature in the utterances, then he or she gives information of the first utterance, the implicature is cancelled.

Detachability Implicature can be described as the capacity of an implicature to be detached or separated from an utterance following a change in the linguistics form of an utterance. It means that the Implicature is attached to the semantics content of what is said, not the linguistics form. In other words, Implicature is depend on the said of content not based on the particular ways of saying it. The third element of the implicature is *Calculability*. *Calculability* can be described as implicature only be arriving at though a process of reasoning or calculation. It means that the truth of implicature content did not depend on what is literally said, it can be calculated from how the words were uttered.

2.2.8 Cooperative Principles

In social science generally and linguistics specifically, the cooperative principle describes how people interact with one another. The interaction is by doing conversation which is one party as a speaker and the other party as a listener. When conversation happens between speaker and the listener, there is a simple communication form where the speaker talks and the hearer make his respond.

Listeners and speakers must speak cooperatively and mutually accept one another to be understood in a particular way. In this part, problem occurs if the speaker gives less information to the listener and the listener could not give the answer or give responds. Besides, the listener can make the speaker confuse about the listener said to him or her. If kinds of the circumstances happen, the communication process would be failed because there is no cooperative principle inside.

As phrased by Grice, who introduced it, it states, "Make your contribution such as it is required, at the stage at which it occurs, by the accepted purpose or direction of the talk exchange in which you are engaged. Though phrased as a prescriptive command, the principle is intended as a description of how people normally behave in conversation and as a description how effective communication in conversation is achieved in common social situations. In other words, we as speakers try to contribute meaningful, productive utterances to further the conversation. It then follows that, as listeners, we assume that our conversational partners are doing the same.

According to Grice, there are four following maxims. These are:

(1) Maxim of Quality

Maxim of Quality is speakers expected to be sincere, to be saying something that they believe corresponds to reality. They are assumed not to say anything that they believe to be false or anything for which they lacks evidence. Some speakers like to draw their hearers' attention to the fact that they are only saying what they believe to be true and that they lack adequate evidence. Do not say that for which you can't back up. Do not say what you believe to be false.

A: I'll ring you tomorrow afternoon then.

*B: Erm, I shall be there **as far as I know** and in the meantime have a word with Mum and Dad if they are free. Right, bye-bye then sweetheart.*

A: Bye-bye, bye.

(Cutting, 2002, p. 15)

By saying *as far as I know* B is protected from lying because B is not sure that she will be able to take the call. The word *as far as I know* means that B cannot be totally sure with she's saying.

(2) Maxims of Quantity

Maxim of Quantity is to make the contribution as informative as required (for the current purposes of the exchange), and not to make it more informative than is required, do not say too much or too little. Some speakers like to point to the fact that they know how much the hearer requires or can be bothered with and say something like "*Well, to cut a long story short, she didn't get home till two, as you probably know or I won't bore you with all the details.*".

An example here is taken from Cutting (2002, p. 34-35), “Well, **to cut a long story short**, *she didn’t get home till two*”. The phrase *to cut a long story short* means that the speaker is protected from uninformative news by the fact that the previous speaker gives too much information.

(3) Maxims of Relevance/Relation.

The third is the maxim of relation, which says that speakers are assumed to be saying something that is relevant to what has been said before. Thus, if someone hears *The baby cried, the mommy picked it up*. He or she assumes that the mommy was the mother of the crying baby, and then she picked the baby up because the baby was crying. Similarly in the following exchange:

A: There’s somebody at the door.

B: I’m in the bath.

(Cutting, 2002:15)

B expects A to understand that his present location is relevant to her comment that there is someone at the door, and he cannot go and see who it is because he is in the bath. Some speakers like to indicate how their comment has a relation to the conversation.

(4) Maxims of Manner

The last is maxim of manner, which says that people should be brief and avoid ambiguity. Some speakers observe maxim of manner by saying *This may be sound a bit confused, I’m not sure if this makes sense, I don’t know if this is clear at all or just to clarify one point* . In this exchange from a committee meeting, the speaker points to the fact that he is observing the maxim.

Thank you chairman, jus – **just to clarify one point**, there is a meeting of the police committee on Monday and there is an item on their budget for the provision of the career.

(Cutting, 2002, p.35)

The speaker can realize that what they are saying is not clear enough, so he may use the phrase *just to clarify one point* to establish a cooperation with the listeners.

Cutting (2002) in *Pragmatics and Discourse* says that cooperative maxims, unfortunately, are not always observed. Sometimes speakers deal with a condition that may cause them not to obey the four maxims of cooperative principle. They tend to break the rule of the maxims because of some reasons. According to Cutting, there are three ways in breaking the maxim. They are opting out, maxim violating, and maxim flouting. But the writer will only focus on the *Maxims Flouting*.

2.2.9 Maxims Flouting

Literally, *flouting* means that a speaker deliberately does not obey or follow a law, an order, etc. When speakers appear not to follow the maxims but expect hearers to appreciate the meaning implied, they are considered to flout the maxims (Cutting, 2002, p. 37). When flouting a maxim, the speakers assume that the hearers know their words should be inferred to know the implicit meaning.

Maxim flouting happens when a speaker does not follow the rules of the four maxims for a reason, usually to imply something that the speaker wants the hearer to understand. A speaker is not required to follow conversational maxims all the time.

All of the four maxims in the cooperative principle may also be flouted. The explanation and examples of flouting the four maxims of the cooperative principle are taken from Cutting (2002, p. 36–39).

(1) Flouting of Quality Maxim

Speakers who flout the maxim of quality may do it in several ways. They may quite simply say something that obviously does not represent what they think. The maxim of quality requires the speaker to be truthful and do not give false information. Besides, flouting the first maxim of Quality, which leads to overt untruthfulness, is related to four rhetorical figures such as irony, metaphor, sarcasm, hyperbole, and banter. The speaker can flout the maxim of quality by using metaphors, for example, if someone says “*My house is a refrigerator in January*”, the hearer can understand that the house was very cold indeed, especially in January (Cutting, 2002, p. 26). Another examples as follows:

A: Teheran’s in Turkey isn’t it, teacher?

*B: And **London’s in Armenia** I suppose.*

(Levinson, 1983, p. 101)

In the case presented through the dialogue, A’s statement is false. Teheran is not in Turkey, so B states falsely that London is in Armenia to suggest that the statement of A is not correct.

(2) Flouting of Quantity Maxim

According to Cutting (2002, p. 37), when speakers give too much or too little information, they flout the quantity maxim than is required. It can be said

that the information that is given is insufficient. An example of the maxim of quantity flouting is shown below:

A: Well, how do I look?

B: Your shoes are nice.

(Cutting, 2002, p. 37)

Speaker B here flouts the maxim of quantity because B gives opinion only about the shoes while A asks for the opinion of the whole of his/her appearance. In this case, B gives less information than is required. Therefore, B is said to flout the maxim of quantity. It leads A to infer an implication that his/her appearance is not good enough except for his/her shoes.

(3) Flouting of Relation Maxim

According to Thomas (1995, p. 70), a statement is made to be irrelevant to the topic in the maxim of relation flouting. Moreover, Cutting (2002, p. 39) says that the speaker who flouts the maxim of relation expects the hearers to be able to imagine what the utterance did not say and make the connection between his/her utterance and the preceding one. An example of the maxim of relation flouting is shown below:

A: Where's Bill?

B: There's a yellow VW outside Sue's house.

(Levinson 1983, p. 102)

In the dialogue, B's contribution seems to fail to fulfill A's question. Yet, there is a possible connection between B's utterance with the preceding one in

which A can draw an implication that if Bill has a yellow VW, he may be in Sue's house.

(4) Flouting of Manner Maxim

According to (Cutting 2002, p. 39) those who flout the maxim of manner are being obscure and often trying to exclude a third party. An example of the maxim of manner flouting is shown in the following dialogue between a husband and wife.

A: Where are you off to?

*B: I was thinking of going out to get some of that **funny white stuff** for **somebody**.*

A: OK, but don't be long – dinner's nearly ready.

(Cutting, 2002, p. 39)

In this case, B, as the husband, says something ambiguously by mentioning 'that funny white stuff' to replace 'ice cream' and mentioning 'somebody' to replace 'his daughter'. It is done to make his little daughter does not become excited and want to eat the ice cream before the dinner if he/she knows that the funny white stuff is ice cream.

2.2.10 Strategies of Maxim Flouting

In maxim flouting, there are strategies used by the speakers to make the nearest accept the explicit or implied meaning of utterances. They are expressed as follows:

(1) Giving too little information

According to Cutting (2002, p. 37), a speaker who flouts the maxim of quantity often gives too little information. The speaker gives the inappropriate amount of information to the hearer. The example as follows:

A: You were like Jason Bourne, man, but with jorts! How did you do that?
Where'd you learn that stuff?

B: **I took a couple of classes at work.**

Datum was taken from the Central Intelligence movie.

In this case, B flouts the quantity maxim by giving too little information. B's answer didn't provide as much as the information needed by the hearer. B did understatement his answer to make A not ask further if B was a spy.

(2) Giving too much information

A speaker who flouts the maxim of quantity seems to give too much information (Cutting, 2002, p. 37). The example below considered the quantity maxim flouting:

A: What do you want to eat for dinner tonight?

B: I want a salmon grilled, umm.. **half-cooked, or about 3 minutes on the pan, with golden color on every surface, serves with three asparaguses, cut in 5cm, and creamy mashed potato with a little pinch of black pepper. But I don't want them too salty.**

In this case, B gives a long answer and gives too much information about what she wants for dinner which seems unnecessary to be mentioned. Yet, she wants to tell A that she wants an extraordinary meal for her dinner than usual by giving too much detail.

(3) Hyperbole

According to Cutting (2002, p. 37), a speaker who flouts the maxim of quality can do it by using several ways. He/she may simply say something that obviously does not represent what they think. An example of hyperbole listed in the statement below:

A: that I'll be able to tell the most beautiful girl in the world. I'm talking about you, Maggie Johnson.

A told that Maggie was the most beautiful girl in the world, but not all people agree with that statement, because beautiful is just about someone's perspective. From that statement, we can imply that A loved Maggie so much.

(4) Metaphor

In addition to hyperbole, another way to flout the maxim of quality can be done by using metaphors. Hornby (1989, p. 780) stated that metaphor is a word or phrase to indicate something different from the literal meaning. For example, if someone says "*My house is a refrigerator in January*", the hearer can understand that the house was very cold indeed, especially in January (Cutting 26).

(5) Irony

Another way to flout the maxim of quality is by using irony. Cutting (2002, p. 38) states that by using irony, a speaker expresses a positive sentiment but implies a negative one. Irony is an expression of one's meaning by saying something, which is the direct opposite of one's thoughts, in order to make one's remark forceful (Hornby, 1974, p. 450). By saying the opposite of what the speaker means, the flouting of quality maxim shows that the speaker can directly

convey their intended meaning. For example, John is a real genius (after John has done stupid acts). Based on the definition, the example above is classified as irony because the speaker said the opposite, not the real condition.

Moreover, sarcasm, a form of irony that is not so friendly, is usually intended to hurt (Cutting 2002, p. 38). A form of sarcasm is reflected in the statement ‘This is a lovely undercooked egg you've given me here, as usual. Yum!’ In the utterance, the speaker first gives a compliment, yet it implies negative meaning.

(6) Banter

On the contrary with irony, banter expresses a negative sentiment but implies a positive one (Cutting, 2002, p. 38). As stated by Leech (1983, p. 144) that the type of verbal behavior known as banter is an offensive way of being friendly (mock impoliteness), banter can also sometimes be a tease and sometimes a flirtatious comment as in ‘You’re nasty, mean, and stingy. How can you give me one kiss?’ At first, the speaker utters negative words to convey a compliment.

(7) Being Irrelevant

The speaker can be being irrelevant in responding to the previous topic talked before to flout the relation maxim. The following dialogue is an example of being irrelevant in purpose to flout the maxim of relation.

A: Where is my box of chocolate?

B: The children were in your room this morning.

(Leech, 1983, p. 94)

In the dialogue, B's answer seems not relevant to the question. Yet, the answer is considered to be relevant and cooperative if A can infer the implied meaning that probably the children who were responsible for the lost of A's box of chocolate. They may have eaten the chocolates or they may know where the chocolate is because they were in A's room.

(8) Being Obscure

Flouting maxim of manner is done by being not brief and giving ambiguous information. The following dialogue is an example of being ambiguous and not brief in purpose to flout the maxim of manner.

A: Oh, so you went out drinking with your non-friend?

B: **Okay. All right, let's... You're not... Time out.**

The datum was taken from the Central Intelligence movie.

It indicates that B was not brief when stated the utterance. The question could be answered yes/no but the answer was not clear. The implicature is "I could explain because I'm not his friend".

2.3 Theoretical Framework

This study only focuses on pragmatic equivalence. The concept of equivalence has been of particular concern to translation scholars since it has been inextricably linked with both definitional and practical aspects of translating. Becoming an essential feature of translation theories in the 1960s and 1970s, equivalence was meant to indicate that source text (henceforth ST) and target text (henceforth TT) share some kind of "sameness". The question was as to the kind and degree of sameness which gave birth to different kinds of equivalence Despoina Panou

(2013: 2-5) sums up Equivalence in Translation Theories in Theory and Practice in Language Studies Journal, as mentioned Vinay and Darbelnet (1958), Jakobson (1959), Nida and Taber (1969), Catford (1965), House (1997), Koller (1979), Newmark (1981), Baker (1992), and finally, Pym (2010).

From all of the concepts of equivalence proposed by experts above, the writer chooses the Grice Cooperative Principle concept to analyze Central Intelligence movie. Baker (2011, p. 235) said 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. Implicature is not to be confused with non-literal meaning, for instance with idiomatic meaning. This framework below shows the procedure of this study;

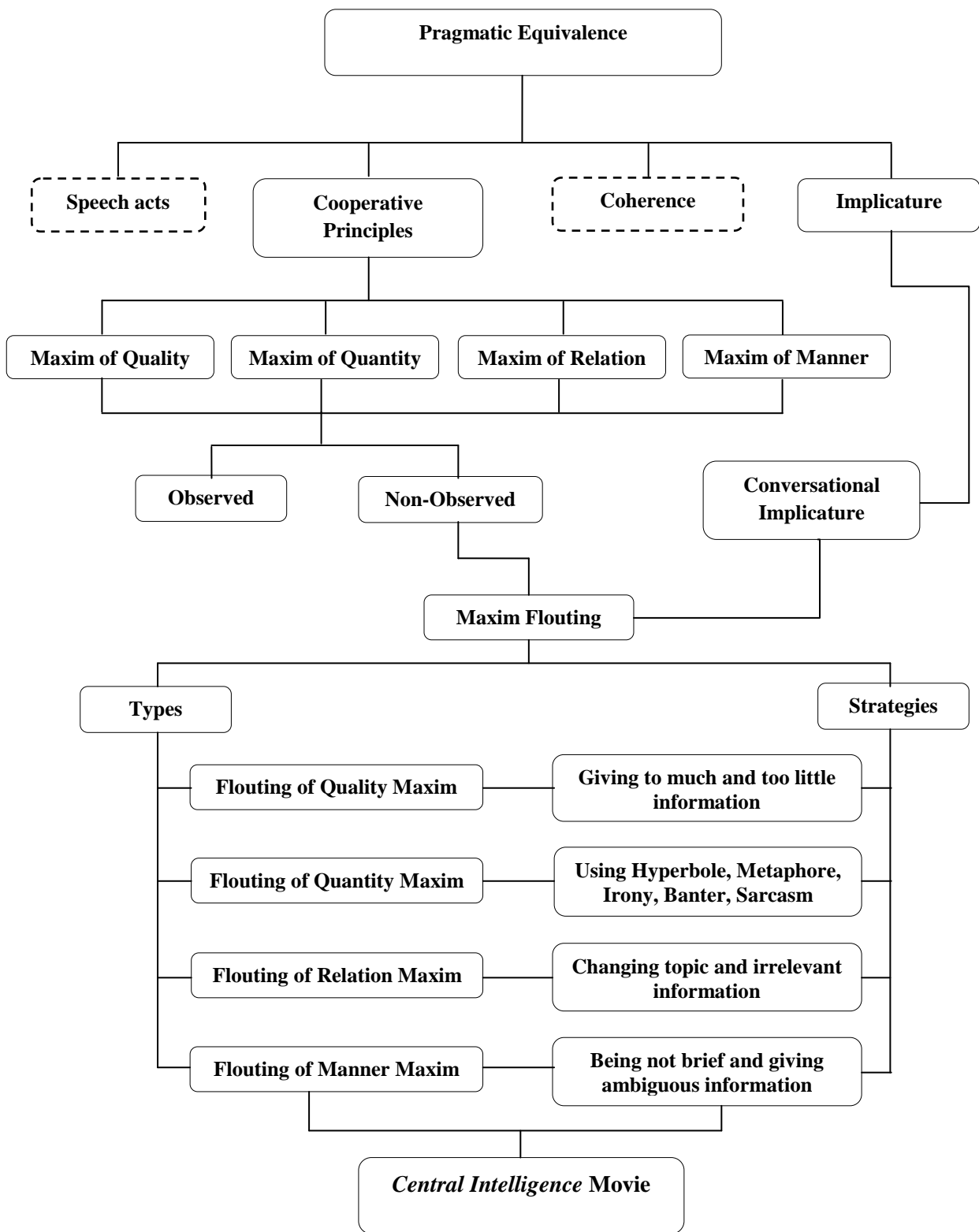


Figure 2.1 Theoretical Framework

CHAPTER V

CONCLUSION AND SUGGESTIONS

This chapter consists of two sections. The first section is the conclusion. It talks about the research findings related to the formulation of the research problems and objectives. The second one is suggestions that mentioned for other researches who are interested in conducting the research that has the same field from this research.

5.1 Conclusion

The findings showed the achievement of pragmatic equivalence in the subtitling of the Grice's maxims flouting in *Central Intelligence* movie. Based on the research that had been done by the writer, one sample could contain one or more utterances, then the writer found 41 samples and 42 utterances flouted Grice's maxims which pragmatically equivalent in terms of flouting maxims. Grice's Cooperative Principle was divided into four maxim, quality maxim, quantity maxim, relevance or relation maxim, and manner maxim. Furthermore, there is a term called non-observance the maxims, it occurred when the hearer failed to observe the maxims whether deliberately or not. The researcher focused only on the flouting maxim.

The researcher found 15 samples pragmatically equivalent in terms of flouting the quality maxim. The strategies used to flout the quality maxim are hyperbole, metaphor, banter, irony, and sarcasm.

Then the researcher found 10 samples pragmatically equivalent in terms of flouting the quantity maxim. The strategies used to flout the quantity maxim are

giving too much information and too little information. In addition, 9 samples were found in terms of flouting the relation maxim. The strategies were giving an irrelevant answer and changing the topic. Last, 8 samples found in terms of flouting the manner maxim and the strategies were being not brief and giving an ambiguous answer.

In this study, the researcher concludes that the pragmatic equivalence of the flouting maxims in the subtitle of *Central Intelligence* movie has been achieved. The pragmatic equivalence of Grice's cooperative principle focused on the meaning and the intention of the language. So, the message of the text would be delivered although the meaning was not the same with the text.

5.2 Suggestions

Towards the readers, especially related to academic terms, in some cases of conversation, the utterances can have a different meaning with what is said. The intended or implied may happen at a conversation. Furthermore, the speakers sometimes disobey or failed to observe the rules. At one time they will deliberately break the conversation. It is called as maxim flouting. When this case happens, the hearer must assume that the speakers' utterances imply something or have an implied meaning rather than their literal meaning. In addition avoiding this case, we need to learn about the implicature and cooperative principle to make conversation run effectively and efficiently. It can help us how to respond when these terms happen. Therefore, the readers are expected to be able to explore this kind of phenomenon to enrich their knowledge through this study. It can help the students to learn the translation strategies for translation in terms of

equivalence carries more than just a literal meaning but also the implied meaning, values, culture, and idea of a text.

For the next researcher who might develop similar research, the researcher suggests being careful when analyzing the data. If the further researcher used a movie for the object of the study, he/she must watch the whole movie and pay attention to the context of the utterances, not the literal meaning. There are lots of cases the implicature found in the conversation especially by flouting the maxim. The researcher also must study the Grice's cooperative principle to understand the context. In addition, find the trusted subtitles is a must to make the data easier to collect. Then, the researcher must look further on the culture, emotions, and characteristic that affects or lies beyond the movie. Lastly, the further researcher is also expected to notice the gaps between this final project and another related similar project for 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.

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