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THE TRANSLATION TECHNIQUE ANALYSIS ON UTTERANCES EMBODYING IMPLICATURES FOUND IN THE SUBTITLE OF FAST & FURIOUS 6 AND THEIR EFFECTS ON THE QUALITY OF THE TRANSLATIONS

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Abstract

The study of implicature is part of a pragmatic study. Implicature, as stated by Greece, refers to what is suggested in an utterance, even though it is neither expressed nor strictly implied in the utterance. This study deals with translation techniques used to translate implicatures found in Fast & Furious 6. The theory of pragmatics, dealing with implicature, is used to find utterances containing implicatures in the movie, and the theory of translation is also used to identify what translation techniques are used in the Indonesian subtitle of Fast & Furious 6. The quality of the translation is measured by using Translation Quality Assessment Instrument proposed by Nababan. The result of the ongoing analysis shows that there are two techniques which are frequently used in the translation; literal and linguistic amplification. The quality of the translation is good enough, as some of the translated implicatures found in the Indonesian subtitle are rated as “low.”

Keywords: pragmatics, implicature, translation, translation techniques, quality assessment of translation

INTRODUCTION

In communication, people commonly use the language not only to inform and express their ideas, but also to influence and order others to do particular things. In a conversation, both the speaker and the listener should mutually catch the meaning of speech; then the communication will run cooperatively and there will be no misunderstanding. However, cooperative communication not only requires the language understood by both speaker and listener, but also the contextual knowledge whose role is very significant to fully understand the meaning of the speech being uttered. The intended meaning of an utterance is not always the same as what the words mean. It is sometimes hidden behind the words. Therefore, the listener's understanding of the context of the conversation, specifically the utterance, will really help him understand what is actually meant by the speaker. The meaning beyond words is usually referred to as the study of pragmatics. What is more interesting is the study of how that kind of meaning is transferred into another language.

Horn and Ward (2005) make this clearer. They define conversational implicature as part of meaning a speaker intends to deliver, and it constitutes an aspect of what is meant in the utterance said by a speaker without being the component of what is said (Horn & Ward, 2005:1). He believes that what the communicator intends to say is more than just what he actually expresses. When a speaker utters “It is too hot in this room,” it may mean as it is heard or it may also mean more than just that. Such an utterance if spoken in a small room



with no windows, high temperature inside and with air conditioner off might mean that the speaker wants somebody to turn on the air conditioner (Prananta, 2013). This study deals with that problem and uses the approaches of pragmatics and translation. The following is the explanation of the relevant theories.

This study deals with that problem, and uses the approaches of pragmatics and translation. The following is the explanation of the relevant theories. Bell (1991:6) says “the point of translation is the replacement of representation of a text in one language by a representation of an equivalent text in the second language.” Similarly but more specifically, Nida and Taber (1982:12) state “translating consists the reproducing in the receptor language closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style.” Clearly, Nida and Taber emphasize that translation is not only the matter of transferring the message but also the style of the source language. In translations, the writer’s messages must be maintained and fully informed to the readers. The content of a target text should be the same as in a source text so that the message in the source language can be clearly caught by the target language readers, although the form might be different.

In accordance with the changing of times and the development of human needs, texts which are translated are not only in the monosemiotic form (consisting of one element of semiotics that is only the written verbal language). There have been a lot of translation products in the form of comics, movies, news, advertisement, etc. Those products are the types of texts that have more than one element of semiotics or are polysemiotic (Goettlib, 2005a: 2). Among the many texts that are polysemiotic, an audio-visual text is the richest text of semiotic elements.

Audio-visual text translation or subtitling is known as a complex study in translation. In addition to non-technical factors, such as the context of the situation, linguistics, and general knowledge about the object to be translated, technical factors also have a big share in the audio-visual text translation (Gottlieb, 2005a). The technical factors include restrictions on the number of translation characters (subtitles) at the time of airing, the time limits through translation (subtitle) short, synchronization between what is said in the show with the subtitles, etc. These factors are a challenge for the translator or subtitler in translation without eliminating the message to be conveyed with tight technical restrictions.

Given some considerations of non-technical factors and its main technical factors in audio-visual text translation, one interesting phenomenon is how to translate implicatures in conversation. It is not an easy task to translate conversational implicature. The transferring meaning process cannot be separated from the context of the situation and the accompanying culture. The options are translating implicatures as implicatures (fixed in meaningful speech implicitly) or describing the implicatures. When implicatures are translated as implicatures, a shift of a pragmatic value is possible (Sumardiono, 2011). Meanwhile, when they are translated into explicit meaning (the pragmatic power is lost), his message is no possibility of misinterpretation of the meaning of these implicatures. In the end, the second type of the effect on the translation of the text translation quality by Nababan (2012) is divided into three categories: the accuracy of the content of the message in translation, translation acceptability and readability. In the end everything will be faced with technical considerations in subtitling as mentioned earlier.

There are several similar studies that have been done before. Pettit (2004) examines the subtitle translation of some genres of audio-visual text. The study is too general and does not involve the technique of translation and translation quality assessment. Sumardiono (2011) examines the translation of utterances containing implicatures on the novel *Da Vinci Code*. His research limited to the novel of a monosemiotic text only. Widiani (2012) examines the subtitle translation of the film in terms of techniques, methods, and ideologies of the



translation. Unfortunately, his discussion does not focus on the phenomenon of language that is too broad and lacking in detail.

This study incorporates several important variables that have been studied previously. This study analyzes the translation of conversational implicatures in the film with a target audience of adults with a reason to see the number of utterances containing implicatures on the film with the perspective that the more mature rating life of a movie, the more complicated the language used is so that the appearance of utterances containing implicatures is increasingly frequent. The film analyzed was *Fast & Furious 6*. This is a Hollywood film which reveals illegal street racings and heists. Many of the conversations show meanings which cannot be seen without paying attention to the context. For those reasons, this film is chosen as the object of this study. This study aims to describe the effect of the translation techniques used by the subtitler in translating conversational implicature on the film against the pragmatic power of conversational implicature translation and its impact on the quality of the translation.

In the process of translation, some problems, related to the difference of the two languages, often occur, so that translators need to master the techniques of translation. There are eighteen techniques that can be used in translating texts from a source language into a target language. The use of technique in terms of translation should always be based on the problem occurring during the process of translating.

Translation Techniques

The following is the description of each technique of translation, as stated by Molina & Albir (2002:509-511).

1. Adaptation. To replace a source text cultural element with one from the target culture.
2. Amplification. To introduce details that are not formulated in the source text: information, explicative paraphrasing.
3. Borrowing. To take a word or expression straight from another language. It can be pure (without any change).
4. Calque. Literal translation of a foreign word or phrase; it can be lexical or structural.
5. Compensation. To introduce a source text element of information or a stylistic effect in another place in the target text because it cannot be reflected in the same place as in the source text.
6. Description. To replace a term or expression with a description of its form or/and function.
7. Discursive creation. To establish temporary equivalence that is totally unpredictable out of context.
8. Established equivalent. To use a term or expression recognized (by dictionaries or language in use) as an equivalent in the target language.
9. Generalization. To use a more general or neutral term.
10. Linguistic amplification. To add linguistic elements. This is often used in consecutive interpreting and dubbing.
11. Linguistic compression. To synthesize linguistic elements in the target text. This is often used in simultaneous interpreting and in sub-titling.
12. Literal translation. To translate a word or an expression word for word.
13. Modulation. To change the point of view, focus or cognitive category in relation to the source text; it can be lexical or structural.
14. Particularization. To use a more precise or concrete term.
15. Reduction. To suppress a source text information item in the target text.



16. Substitution (linguistic, paralinguistic). To change linguistic elements for paralinguistic elements (intonation, gestures) or vice versa.
17. Transposition. To change a grammatical category.
18. Variation. To change linguistic or paralinguistic elements (intonation, gestures) that affect aspects of linguistic variation: changes of textual tone, style, social dialect, geographical dialect.

Quality Assessment

Nababan (2012:46) states that the quality of translation product, which helps readers understand what is meant by the writer of the original text, is basically influenced by two things: the competence of the translator and the reader. The competence of the translator is related to how he/she makes a decision. The decision may deal with how he chooses words, structures, and terms, which are all applicable to the text. His/her choice should be based on the situation and culture of the target readers.

In order to measure the quality of a translation product, a standardized theory should be used. Assessment of translation focuses on two aspects. They are accuracy and readability.

a. Accuracy

Pinto (2001:297) states, “Accuracy or precision would give us an approximate idea of the success of the translator in dealing with the text overall, allowing us to check the adaptation to the source text and the inclusion, or omission, of extra-textual information.” Accuracy here means how far the message from the source language can be conveyed to the target language. An accurate translation is the one that is successfully transferring the message from the source language to the target language without any reductions or omission. In measuring the quality in terms of accuracy, Nababan, *et al.* (2012) proposed the following scale.

Category	Score	Qualitative Parameter
Accurate	3	All of the meanings of words, technical terms, phrases, clauses, sentences, or texts in a source text are accurately delivered without any distortions.
Less Accurate	2	Most meanings of words, technical terms, phrases, clauses, sentences, or texts in a source text are accurately delivered. However, there are still some distortions which can change the meaning of the texts as a whole.
Inaccurate	1	All of the meanings of words, technical terms, phrases, clauses, sentences or texts in a source text are not accurately delivered or are deleted.

b. Readability

Another aspect to assess the quality of translation is readability. Readability refers to how naturally and easily a translation can be read. The more natural the vocabulary and the forms used are in a translation, the higher it will rank in readability. Readability is an important feature as Pinto (2001:298) says “One important measurement of quality should be the clarity and readability of the final product.” The following is what Nababan *et al.* (2012) says about the quality of translation in terms of readability.



Category	Score	Qualitative Parameter
Highly readable	3	All of the meanings of words, technical terms, phrases, clauses, sentences, or texts can be easily understood by the readers.
Quite Readable	2	Most of the meanings of words, technical terms, phrases, clauses, sentences, or texts can be easily understood by the readers. There are several points which should be read repeatedly to get their meanings.
Hardly Readable	1	The result of the translation can hardly be understood.

In assessing the quality of the translation, two raters are employed to rate the quality of the translations. A rater for assessing accuracy is a lecturer of the English Letters Department, and the other rater for assessing readability is a student of English Letters Department. Both of them have watched the *Fast & Furious 6* film before doing the assessment.

Pragmatics

Yule (1996:3) defines the pragmatics as the study of meaning as communicated by a speaker and interpreted by a listener. To him, it has, consequently, more to do with the analysis of what people mean by their utterance than what the words or phrases in those utterances might mean by themselves. In line with Yule, Cutting (2002:1) states that pragmatics is the study concerning with the function of the speaker's purpose. It is related to the contextual background features.

Speech Acts

The concept of speech act was firstly introduced by a philosopher of language, Austin. According to Austin, speech acts can be classified into three types. They are (1) what is said, the utterance, which can be called the locution, (2) what the speaker intends to communicate to the addressee, which is the illocution, and (3) the message that the addressee gets, his/her interpretation of what the speaker says, which is the perlocution. If a communication is successful, the illocution and the perlocution are alike or nearly alike.

A person sometimes performs a speech act directly or indirectly. Moreover, it can be literally or nonliterally. It depends on how he uses the sentence. It could be used explicitly or inexplicitly, depending on whether he fully spells out what he means. When a person clearly asks his/her partner to go by saying "Go away!", he/she performs direct speech acts. It is because what he/she intends to deliver is covered by either her words or the structure of the sentence, or both. The use of indirect speech acts should be analyzed more.

Implicature and the Cooperative Principle and Maxims

Implicature, as stated by Grice (1989), refers to what is suggested in an utterance, even though it is neither expressed nor strictly implied in the utterance. The motivation for indirectness, which has been explained above, seems to be clear, but it is difficult for the hearer to understand what the speaker actually communicates by his/her utterance. Grice (1989:24), a linguist, therefore introduces theory of implicature and the cooperative principle. Yule (1996:35) argues that the addressee (hearer) should "assume that speaker is being communicative" and is going to convey a particular message when she or he listens to the following utterance or expression.



The door is opened there.

That expression is not just the information about the opened door. More than that, there is “an additional conveyed meaning” which is hiding through uttering that expression. At this point, the thing which occurs is the implicature of the expression.

The cooperative principle which certainly occurs on every communication is also needed to analyze the indirectness of an utterance. Thus, Grice (1989:26) categorizes the cooperative principle into four basic maxims.

1. Maxim of Quantity

This maxim is related to the “quantity of the information provided.” By this maxim, Grice means that we have to “make our contribution as informative as is required,” and not to “make our contribution more informative than is required.”

2. Maxim of Quality

By this maxim, Grice wants us, through our contribution, not to say what we believe to be false and to be lack of adequate evidence.

3. Maxim of Relation

This maxim concerns with the relevance of our utterance. Thus, we have to make our contribution relevant.

4. Maxim of Manner

This last category of maxim is said by Grice to be perspicuous. Through our contribution, we should avoid ambiguity and obscurity of expression. We also should be brief, meaning that we ought to avoid unnecessary prolixity.

The most important thing of the cooperative principle is that in every communication there must be the involvement of a maxim. However, in a daily communication, the situation, in which the conversation happens, is not always ideal. Thus, the maxims are sometimes not fully observed.

As a result, the speaker’s utterance may not represent what he/she actually says. The hearer thus should know the context of the conversation in order to get the speaker’s meaning by what he/she says. Here, the cooperative principle takes its part, so both the speaker and the hearer understand what is actually being said and talked about.

It is believed that in order to get the literal and the intended meaning of an utterance, we need to know the situational context, where and when the conversation takes place. In order to better understand social factors which affect the use of language, there are a number of factors suggested by Dell Hymes (1974). In his *Foundations in Sociolinguistics—An Ethnographic Approach* (1974), he proposed an ethnographic framework in various factors that are involved in communicative events. He determined these various factors as SPEAKING components. They are: Setting and Scene of the speech (S), Participants (P), Ends (E), Act Sequence (A), Keys (K), Instrumentalities (I), Norms (N), and Genres (G).



FINDINGS AND DISCUSSION

Literal Technique

At data number 22, the word “entrance” is translated into “*pintu masuk*”. “Kitchen help entrance is towards the back” which is translated into “*Pintu masuk dapur ke arah belakang*” is an utterance containing implicatures because the speaker does not really convey the message he wants. The speaker’s meaning is not the locution literal meaning, but the meaning is implicit in the illocution, that is an order to go out. In this case the use of literal technique does not affect the accuracy of the message, so that the translation is accurate and has assessed as high level of readability.

Transposition Technique

At the data number 4, the clause “he is groceries” translated into “*belanjaan*”. It can be seen that the shift of grammatical categories of a clause being word does not affect readability level of the translation, but affects the accuracy of messages to be conveyed. “Woman, you just do not pick up Owen Shaw like he's groceries,” which is translated into “*Nona, kau menjemput Owen Shaw bukan seperti belanjaan,*” is an utterance containing implicatures because the speaker does not really convey the message he wants. The speaker’s meaning is not the locution literal meaning, but the meaning is implicit in the illocution, which is woman did not pick up Owen well. In this case, the use of the transposition technique slightly affects the accuracy of the message, but producing high readability translation.

Modulation Technique

At the data number 4, the clause “you just do not pick up Owen” is translated as “*kau menjemput Owen.*” It can be seen that the viewpoint shift from negative to positive sentences does not affect the translation readability level, but affects the accuracy of the message to be conveyed. “Woman, you just do not pick up Owen Shaw like he's groceries” which is translated into “*Nona, kau menjemput Owen Shaw bukan seperti belanjaan*” is an utterance containing implicature because the speaker does not really convey the message he wants. The speaker’s meaning is not the locution literal meaning, but the meaning is implicit in the illocution, which is woman did not pick up Owen well. In this case, the use of modulation technique slightly affects the accuracy of the message, but producing translation with a high readability level.

Compensation Technique

At the data number 11, the word “now” is not directly translated in the utterance, but placed on the next clause. “So now we work for the Hulk? That's what we're doing?” which is translated into “*Kita bekerja untuk Hulk? Itu yang kita lakukan sekarang?*” is the utterance containing implicature because the speaker does not really convey the message he/she wants. The speaker’s meaning is not the locution literal meaning, but the meaning is implicit in the illocution, which is we should not work for Hulk because it's not a good thing. In this case, the use of the compensation technique slightly affects the message to be conveyed, so that the translation is considered less accurate, but has a high degree of readability.



Reduction Technique

This technique is used to translate some utterances containing implicatures on *Fast & Furious 6*. The use of this technique removes the message to be conveyed.

Linguistic Amplification Technique

At the data number 38, the word “big-ass forehead” is translated into “*dahi lebarmu.*” There is an addition of the linguistic elements in the target language. “You better hide that big-ass forehead” which is translated into “*Sebaiknya kau sembunyikan dahi lebarmu itu*” is an utterance containing implicature because the speaker does not really convey the message he wants. The speaker’s meaning is not the locution literal meaning, but the meaning is implicit in the illocution, which is you should go. In this case, the use of linguistic amplification technique does not affect the message to be conveyed, so that the translation is accurate and has assessed as a high level of readability.

Linguistic Compression Technique

At the data number 37, the article “a” is not translated. “Like I said, he’s a Toretto” which is translated into “*Seperti yang kubilang, dia Toretto*” is an utterance containing implicatures because the speaker does not really convey the message he/she wants. The speaker’s meaning is not the locution literal meaning, but the meaning is implicit in the illocution. In this case the use of compression techniques linguistics does not affect the message to be conveyed, so that the translation is accurate and has assessed a high level of readability.

Discussion

Prananta (2013) in his study mentions that implicature is more prevalent in the film that the target audience is adults. This is because the audience’s understanding of the phrase whose meaning is not directly associated with texts is higher. In relation to the translation, the linguistic amplification and linguistic compression technique are found and do not reduce the accuracy of the messages of the source language in the film that the target audience is adults. The use of other translation techniques does not significantly affect the quality of the translation. Under some circumstances, the reduction technique is applied so that some messages are not translated. The differences between social culture and speaking culture that exist in both languages is the reason for the deletion of the messages in question.

Literal technique is the technique most often used in translating sentences containing implicatures on the movie *Fast & Furious 6*. This shows that basically the sentences that exist in the source language can still be accepted without a lot of shifts in meaning. It can be seen from the results translated by using the literal technique which are mostly highly readable, ie 69%. There are only 31% of the total which are quite readable, and none of the data is hardly readable. The literal technique which is applied does not lead to a shift in a pragmatic value on the translation and the translation is accurate. On the other hand, the utterances containing implicatures mostly have messages that are closely related to speaking cultures. There are times when some of the words in a sentence containing implicatures need to be translated with slight modifications to their linguistic elements. Therefore, the linguistic amplification and linguistic compression technique are also frequently used. It is used to clarify the meaning.



CONCLUSION

From the results and discussion that have been presented, the discussion about the use of translation techniques, a pragmatic value, and translation quality on utterances containing implicatures in films for adults, the *Fast & Furious 6*. In this film, the techniques used are literal, transposition, modulation, compensation, reduction, linguistic amplification, and the linguistic compression technique.

The translation technique which is most frequently used is literal. This shows that basically the sentences that exist in the source language can still be accepted without a lot of shifts in meaning. The linguistic amplification and linguistic compression technique are found and do not reduce the accuracy of the messages of the source language in the film that the target audience is adults. The use of other translation techniques does not significantly affect the quality of the translation results. In some contexts, the reduction technique is applied so that the messages are not translated. Social culture and speaking culture differences that exist in both languages are the reason for the removal of the messages.

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in "THE 2016 INTERNATIONAL TRANSLATION AND INTERPRETING SYMPOSIUM"
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organized by Lembaga Bahasa Internasional (LBI) and the Department of Linguistics
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