



THE TRANSLATION OF DIRECTIVE ACTS BY FANSUB IN THE BOSS BABY 1 MOVIE

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Abstract

This study aims to identify the type of directive act and technique of translating directive act of the movie entitled The Boss Baby 1 Movie. The design of this study is descriptive qualitative method. The data of this study is the utterance of directive act of The Boss Baby 1 movie translated from English to Indonesia. The data was analyzed by applying the theory of Searle and vandervekens to classifying the types of directive act and use the theory Molina and Albir to classifying the translation technique used by translator in translating directive act. The results of this study found that there are 6 types of directive acts found from 199 data. Command was the most dominant type of directive act found which is 112 data (56.28%). Followed by question (15.08%), instruction (10.05%), requestive (7.04%), and suggest (6.03%), meanwhile the types of directive act that are slightly found is invitation (5.53%). Meanwhile, there are 5 types of directive act translation techniques found from 216 data. The most dominant translation technique found was established equivalence in 191 data (88.43%). While the least frequent types of translation techniques are compensation, modulation techniques with 2 data (0.93%).

Key words: Directive act, translation technique, subtitle

A. INTRODUCTION

Language is a communication system consisting of a set of written, sounds and symbols used by people from certain countries or regions for talking or writing. Wardhaugh (2021) stated that a language is a system of arbitrary vocal symbols used for human communication. The term "language" include speaking, writing, and gesturing. Humans may understand body language or gestures to transmit ideas, feelings, and wants in addition to spoken and written language. Since they both play significant roles in human life, they cannot be isolated from each other. Human being is creative; they have many ways to express what is on their mind. It can be in the form of spoken or written. Theorell are some spoken

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instruments that human used to deliver their ideas, such as literary works like drama, plays, or movies.

Translating movies may seem straightforward when they use everyday language. However, accurately conveying the meaning of films shown on the screen requires careful preparation from translators. This becomes especially challenging when movies cover uncommon themes, such as medical terminology in hospital settings or legal terms in police or law-related films. Subtitle makers, later simply called subtitlers, need a deep understanding of the movie's cultural context and background, demanding specialized skills. Moreover, the task is complicated by the constraint of limited space for text on the screen.

Directive speech acts, as defined by Searle (1969) and elaborated on by Leech (1993:64), are a specific category of speech acts where speakers aim to prompt others into taking specific actions or refraining from them. Yule (1996:93) similarly characterizes directive speech acts as instances where speakers intend to induce particular behaviors in their listeners. These speech acts are a fundamental part of everyday communication and are frequently encountered in various contexts, including cinematic dialogues. Directive speech acts can be conveyed through different linguistic structures, such as declaratives, interrogatives, and imperatives. For instance, a declarative directive could be "You may bring your goods," indicating permission or instruction. An interrogative directive might take the form of "Could I have your Diet Coke can?" seeking permission or compliance. Imperative directives are direct commands like "Go back to the dorm!" instructing immediate action. In summary, directive speech acts serve to influence or direct the behavior of others through linguistic means, illustrating the complexity and versatility of communication strategies employed in both everyday interactions and media portrayals like films.

Several research explored similar topics before. In case The study "Directive Speech Act Use in Conversation Frozen 1 Movie" by Nova Hizkia Cristin and Ambelagin Ambelagin examines the types of directive speech acts in the movie "Frozen 1". Using a qualitative methodology and Kreidler's 1998 theoretical framework, the researchers categorized directives into commands, requests, orders, and suggestions. The study identified 15 instances of directive speech acts: 5 commands, 4 requests, 4 suggestions, and 2 orders. Commands were the most frequent, exemplified by lines like Anna telling Elsa to "Wake up! Wake up!" and Elsa demanding, "Give me my glove!" The study highlights that commands are the predominant form of directive speech act in "Frozen 1", showing how characters use language to influence each other's actions and decisions.

This previous research is focused on analyzing the translation technique by Fitria (2018) in titled 'Translation Techniques Found In English To Indonesian Abstract Translation Of Journal Edunomika' aims to identify the types of translation techniques and determine the most prevalent one used in translating journal abstracts. A descriptive qualitative research design was utilized, which involves providing a detailed description of situations, events, or occurrences to gather basic data. The data were sourced from sixteen translations of journal abstracts from the specified volume. The findings reveal five translation

techniques: Transposition/Shift (126 instances or 75.90%), Reduction/Omission (21 instances or 12.65%), Amplification/Addition (8 instances or 4.82%), Established Equivalence (6 instances or 3.61%), and Borrowing (5 instances or 3.01%). The most dominant technique identified is Transposition/Shift, which involves changing the grammatical categories of the source language (SL) to fit the target language (TL) due to differences in grammar. This process often requires altering the sequence of parts of speech during translation.

In this study, *The Boss Baby* was chosen as the focal point due to its widespread popularity. The analysis revealed numerous directive speech acts, encompassing directives issued by both adults and children within the film. The overarching theme of family in the movie led to a distinct exploration of directives specific to familial contexts, contrasting with those found in military, educational, and other settings—an area that had not been previously researched. By examining these directive speech acts within the unique framework of family-oriented directives in *The Boss Baby*, this research contributed novel insights to the understanding of how directives were employed across different social contexts depicted in cinema. This study not only filled a gap in existing literature but also provided a foundation for future research endeavors exploring speech acts and their variations in diverse film genres.

B. RESEARCH METHOD

The researcher employed descriptive qualitative research. According to Johnston & Vanderstoep (2009) classified qualitative research as producing a narrative or textual description of the phenomena under the study. The descriptive research attempted to describe and explain the data acquired. The researcher used qualitative method because the data that the researcher got from the movie will be analyzed based on utterances translation word in the subtitle. To find some relevant theories to support the ideas in this research, the researcher used library research.

The data were translation utterances found in *The Boss Baby* movie subtitle translated by a fan, acquired from internet site called Subscene. The source of data of the research is subtitle. The movie subtitle were chosen considering that were many translation utterances found in the subtitles. The researcher himself were the main instrument of this research because the whole steps of the research are prepared by the researcher, such as collecting the data, analyzing and interpreting the data, and reporting the data to the readers. The researcher used digital and writing equipment as the instruments.

Furthermore, there are three different sorts of documentation methods: written documentation (diaries, life histories, biographies, etc.), picture documentation (photographs, sketches, moving pictures/video, and so on), and documenting (Sugiyono, 2013). It is clear from the interpretation of the documentation technique that data are derived from textual, visual, and artistic documents. Each piece of data that is obtained via documentation was done uniquely. Due to the data source, this research employed documentation technique.

In analyzing data, the researcher used five steps, First, the researcher watched the movie several times carefully to get deep understanding and find the dialogues in which involved the character. Second, reading the Indonesian subtitle side by side the English file, while watching the movie to checking the accuracy of them as well as to find the dialogues of the character. Third, Selecting the utterances of the characters of The Boss Baby movie contained directive act. Then, Making field note to store the information during the observation. And, Organizing the data into the data sheet.

C. RESULT AND DISCUSSION

1. Research Finding

This chapter discusses the directives acts analysis on the translation of The Boss Baby Movie subtitle translated by fansub. In this analysis, the data were all of type of directive acts and translation technique used in translating directive acts. In order to make the brief explanation of the research, the researcher showed the findings in each strategy as the answer of the research question. There were two research questions in this research. First, what are the types of the directive act found in the movie The Baby Boss 1? Second, how are the technique used in the audiovisual translation directive found in The Baby Boss Movie? Data from types of directive act and translation technique were described below.

1. Types of Directive Act Found in The Boss Baby Movie

In this category of types directive act, the researcher found that there are some types of directive act. There are, command, request, question, suggest, invitation, and instruction. To explain about the types of directive act, the researcher explained it below.

Table 1 Types of Directive Act

NO	Types of Directive Act	Frequency	Percentage
1	Command	112	56.28%
2	Suggest	12	6.03%
3	Requestive	14	7.04%
4	Question	30	15.08%
5	Instruction	20	10.05%
6	Invitation	11	5.53%
Total		199	100%

The table presents a comprehensive analysis of directive speech acts observed in "The Boss Baby," categorizing them into six distinct types: Command, Suggest, Requestive, Question, Instruction, and Invitation. Command, the most prevalent type, occurs 112 times, constituting 56.28% of all directives analyzed, indicating authoritative orders given by characters. Suggestive directives, accounting for 6.03% with 12 instances, involve characters proposing ideas or alternatives. Requestive directives, totaling 14 instances at 7.04%, reflect characters seeking compliance or assistance. Questions, comprising 30 instances or 15.08%, involve characters eliciting information or responses. Instructions,

totaling 20 instances or 10.05%, provide guidance or directions within the narrative. Lastly, invitations, represented by 11 instances or 5.53%, involve characters inviting others to participate in activities or events.

1.1. Directive Act of Command

The directive act of command is the utterances that wants the interlocutor to do something, where the speaker has power in speaking toward the interlocutor. This following are representative data, which show directive act command:

Datum (2)

“Quit monkeying around”

This utterance employed the directive act of command. In this utterance, the speaker performed command to interlocutor to stop playing. Based on the context, the speaker gave the command to interlocutor in order to ask the interlocutor to do something. Where the speaker has a power than interlocutor. Moreover, in the following data, it happened.

Datum (41)

“jimbo, hit the lights”

This utterance employed the directive act of command. In this utterance, the speaker performed command to interlocutor to turn off the lamp. Based on the context, the speaker gives the command to interlocutor in order to asking the interlocutor to take action and do something. Where the speaker has power than interlocutor.

1.2. Directive Act of Suggestions

The directive act of suggestions is the utterances made by the speaker to the interlocutor to provide opinions on what should or should not be done by an interlocutor. Therefore, here is the utterance of directive speech act of suggesting that can be explained as follows:

Datum (43)

“Not possible. Don't waste your time.”

The utterance employed the directive speech act of suggestion. In this utterance, the speaker performed suggestion to interlocotour to persuade the interlocotour to be concerned in maintaining the time. Based on the context, the speaker give the suggestion to interlocotour in order to asking the interlocotour to take action.

Datum (118)

“don't be nervous, buddy”

This utterance employed the directive speech act of suggestion. In this utterance, the speaker performed suggestion to interlocutor to persuade the interlocutor to be confident. Based on the context, the speaker give the suggestion to interlocotour in order to asking the interlocotour to take action.

1.3. Directives Act of Request

The directive act of requestives is the speaker request the hearer/interlocotour to do an act (something). Requestive performatives include: ask, beg, implore, insist, invite, petition, plead, pray, solicit, summon, tell. Requestive is one of directive act utterance which means the

request utterance from the speaker needs an act or must be followed by an act by the hearer. This following are representative data wich show directive act of requestive:

Datum (11)

“Three stories, five hugs, and my special song, right?”

The datum above shows utterance given by Tim Templeton to his mom. In the first datum shows the dialogue between Tim Templeton and his mom, in this scene Tim Templeton request to her mom by says “*three stories, five hugs, and my special song, right?*”

Datum (63)

“the tape, timmy”

In the second datum, shows dialogue from boss baby and timmy. In this scene, boss baby request the tape to timmy by says “*the tape, timmy*”

1.4. Directive Act of Question

The directive act of question is the speaker questions the hearer/interlocotour as to proposition. Questioning performatives include: ask, inquire, query, question, quiz. The following are representative utterance that show directive speech act of question;

Datum (1)

“how do I know?”

This utterance employed the directive speech act of question. In this utterance, the speaker performed question to interlocotour to get information. Based on the context, the speaker give the question to interlocutor in order to asking the interlocotour to take action.

Datum (12)

“where do babbies come from”

The datum above shows dialogues from tim templeton and his mom. In the datum shows the dialogue between tim templeton and his mom, in this scene tim templeton ask question to her mom by says “*where do babies come from*”

1.5. Directive Act of Invitation

The directive act of invitation is the speaker ask somebody in a friendly way to go somewhere or do something.

Datum (3)

“all right buddy, let’s eat”

This utterance employed the directive speech act of invitation. In this utterance, the speaker performed invitation to interlocotour to eat. Based on the context, the speaker give the invitation to interlocutor in order to asking the interlocutor to take action by says “*all right buddy, let’s eat*”

Datum (59)

“let’s play”

This utterance employed the directive speech act of invitation. In this utterance, the speaker performed invitation to interlocutor to play. Based on the context, the speaker give the invitation to interlocutor in order to asking the interlocutor to take action by says, “*let’s play*”

1.6. Directive Act of Instruction

The directive act of instruction is the utterances that wants the interlocutor to do something, where the speaker has power in speaking toward the interlocutor, but the interest is for the interlocutor.

Datum (10)

“show mommy your teeth”

This utterance employed the directive speech act of instruction. In this utterance, the speaker performed instruction to interlocotour to play. Based on the context, the speaker give the instruction to interlocotour in order to asking the interlocotour to take action by says “*show mommy your teeth*”

Datum (50)

“go to sleep”

The utterance employed the directive speech act of instruction. In this utterance, the speaker performed instruction to interlocotour to play. Based on the context, the speaker give the instruction to interlocotour in order to asking the interlocotour to take action by says “*go to sleep*”

2. Technique used in translating directive acts

The second research question is “How are the techniques used in translation directive found in The Baby Boss 1 Movie?” in this part will show the analysis of technique used in translation directive act found in The Baby Boss 1 Movie. There are 6 techniques that found in the data analysis, they are:

Table 2 Translation Technique

NO	Translation Technique	Frequency	Percentage
1	Reduction	16	7.41%
2	Established Equivalence	191	88.43%
3	Modulation	2	0.93%
4	Addition	3	1.39%
5	Adaptation	4	1.85%
Total		216	100

The table outlines the diverse strategies employed in translating the subtitles of "The Boss Baby." The most frequently used technique, Established Equivalence, was applied in 191 instances, representing 88.43% of all translations. This method focuses on maintaining the original meaning and ensuring fidelity to the source dialogue. Reduction, utilized in 16 instances (7.41%), involves simplifying or condensing elements of the translation to enhance clarity and conciseness. Modulation, found in 2 instances (0.93%), adjusts the tone or style of the subtitles to better suit the target audience or context. Addition was employed 3 times (1.39%) to supplement the subtitles with additional information for better comprehension or to convey cultural nuances. Adaptation, seen in 4 instances (1.85%), involves modifying the translation to align with linguistic or cultural norms of the target language or audience.

2.1. *Reduction*

In this technique, the information implicit approach as the target language already contains the meaning element. Reduction associated with the disappearance of message on TT. Therefore, this technique needs to be distinguished because the application and its purpose is different (Ardi, 2010a; 2010b).

Datum (28)

ST : “Don't cry! Don't cry.”

TT : “Jangan menangis!”

From the example above shows the Reduction technique. It is translated by reducing the repetition of the phrase. The word “don't cry” should be translated twice according to ST but in TT it is only translated once.

2.2. *Established equivalence*

This technique is also known as recognized translation/accepted standard translation (Newmark, 1988) or “terjemahan resmi” (Hoed, 2006; Suryawinata & Hariyanto, 2003). The implementation is by using common term which has been stated in the dictionary or it has been used in the society.

Datum (81)

ST : “Relax. They can't see us or hear us.”

TT : “Santai. Mereka tak bisa melihat atau mendengar kita.”

The translator using established equivalent to translate “relax” to “santai” accurately communicates the intended meaning and feelings of the original word in Indonesian.

2.3. *Modulation*

This technique is implemented by changing the point of view, focus or cognitive category in relation to the ST; it can be lexical or structural.

Datum (6)

ST : “You're breaking up!”

TT : “Jangan terlalu ngebut.”

In the sentence above, modulation is used by changing the phrase “you're breaking up” into another socially acceptable phrase ‘don't speed to much’ (jangan terlalu ngebut). This modification maintains the original meaning while adjusting the amount of directness to better fit the cultural context of the target language.

2.4. *Addition*

Molina & Albir (2002) said this technique is, actually, a kind of amplification. However, we need to differentiate between amplifying implicit information into explicit and adding information that is not available in the source text even implicitly. Therefore, the information is totally given by the translators.

Datum (29)

ST : “Hands up, devil baby!”

TT : “Angkat tangan, dasar bayi jahat!”

Addition involves adding information not included in the original text to clarify meaning or to offer additional context that may be necessary for the target audience to understand the message. The elements added in the “dasar bayi jahat” contribute to conveying the same mood as the original, ensuring that the product of the message is maintained. Translator uses addition to make the sentence easier and easily understood by Indonesian reader.

2.5. *Adaptation*

This technique replaces the cultural element of the source text (ST) with one of the element in the target language which is similar (Molina & Albir, 2002). The purpose of this technique is to have the same response of the reader although the literal meaning might not the same.

Datum (132)

ST : “Now pedal like you mean it!”

TT : “Gowes terus!”

From the sentence above, it can be seen that there’s a change between source language to the target language to be easier to understand, it is categorized as the adaptation technique because the sentence is changed to be a better sentence so it is can be understandable.

2. Discussion

1. Directive act in The Boss Baby Movie

The findings on analysis of The Boss Baby movie reveal the use of 6 directive utterances. This subchapter presents the discussion about the results of the analysis. Based on the findings of the research, Commanding is the most used technique in the directive utterance in The Boss Baby movie. This is because the characters dominantly give commands and ask clear and concise questions to other characters.

This is similar to Nur (2019), analyzed the politeness strategies in directive utterance in Big Hero 6 movie. The researcher noted that the most dominant speech act of directive in this movie is the speech act of ordering. From all forms of the speech act of directive, the speech act of ordering has the highest frequency to be used among others. The form of the directive act can be found in utterances, which contain words, phrase, clause, and sentences. Tira (2019) the analysis shows that in “Koi Mil Gaya” movie shows a directive speech act, which contains three aspects; command, request, and suggestion. Command is mostly used in their research about 165 data.

2. Translation Techniques

As shown in the table above, the impact of translation technique on the quality of the translation observed from the five methods when the data were 5 subcategories of translation technique. The most utilized translation technique was established equivalence. Established equivalence technique is used in a context where an expression recognized by a dictionary or language in use, as an equivalent of the source text (Lucia Molina & Albir, 2002). Same as Dhyaningrum & Nababan (2016), the most frequently used translation techniques, in this context like established, claimed it

contributes positively to the translation. This is in line with the current research finding.

In line with the previous study, Basari (2022) in his research “Translation Techniques of Directive Speech Characters Used in The Cruella Movie” found that the dominant type of translation technique used to translate the characters' directive speech acts is the Established Equivalence technique, which represented 167 data (54.58%). The established equivalent technique is used to transfer the source language item into its established or natural equivalent in the target language, also contextual (grammatical and lexical). This technique is an ideal equivalence since the meaning, and the style is retained.

Modulation technique was used when there are change the point of view or focus on the translation to the source text. The application of discursive creation does not result in a good translation in the aspect of accuracy but it is still in the level of acceptable and readable. This is because the translator established a temporary equivalence in the translation, which is completely unpredictable out of context (Lucia Molina & Albir, 2002). Apart from discursive creation, reduction also product the inaccurate and unacceptable because this technique omits completely the source text information or details in the target text.

D. CONCLUSION AND SUGGESTIONS

Based on the findings and discussion above, it can conclude that, there are 6 types of directive act used in the boss baby 1 movie: command, suggest, request, question, instruction and invitation. The type mostly used in directive act is command about 112 data. Then in this research found 5 technique translation used to translating directive act: reduction, established equivalence, modulation, addition and adaptation. The most using politeness strategies type is established equivalence about 191 data.

it is suggested that the future researcher will study directive act and translation technique in different type utterance, technique and object such as speeches, books, novels, or movie script to be compared with this research in order to collect better understanding about directive act and translation technique.

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