

CHAPTER II

REVIEW OF RELATED LITERATURE AND THEORETICAL FRAMEWORK

Clarifying all terms related to the research to have a clear perspective of the implementation in the field is very essential in conducting research. The purpose is to avoid ambiguity and misunderstanding. Therefore, the theoretical framework is aimed to give a clear concept and applied in this research.

2.1 Review of Related Theory

Translating is very essential; however, it is not a simple thing to do since it is not only changing one language to another, but also rendering the meaning of a text into another language in the way that the author intended the text. In order to translate messages successfully, suitable expressions should be applied, in this case, the most applicable ones are from Brown & Levinson (1987). Moreover, the translation methods and the quality is also needed to be studied, the theory that will be used are:

2.1.1 Politeness Strategy

According to Yule (1996) politeness can be defined as the meaning of showing our awareness to another person's face. Face here has a meaning as public self-image of person. This refers to our emotional and social feelings about ourselves that everyone has and is expected to recognize. The social position of the speaker here may indicate different politeness values for individual cases. When

the speaker speaks to other people who have different class, age, and position, the speaker usually choose the best way or words to deliver to the hearers (Meyerhoff, 2006).

The way how people speak with a friend has a different way of how we speak to other people such as our boss. Some languages even have different words for the same thing to choose depending on what politeness and respectful relationship between speakers (Meyerhoff, 2006). In addition, politeness is the way to compare the relationship between the speakers and our self as an addressee. Politeness strategy is a kind of communication strategies that emphasize on the polite words and action. However, this research focused on politeness which is recommended by Brown & Levinson (1987).

Politeness strategy is the way people show the hidden meaning of their word, and by using polite word people understand the background or culture of the people whom they spoke to. Brown & Levinson (1987) stated that there are four types of politeness strategies include bald on record, positive, negative, and off record strategy. In this study, the researcher only focuses on positive politeness strategy.

2.1.1.1 Positive Politeness Strategy

Brown & Levinson (1987) stated that, positive politeness is directed at the positive face of the intended person through approving or including the intended person as a friend or group member. The positive politeness is an act of saving face that is related to showing solidarity to others and emphasizing that the speaker and

listener want the same thing and they have the same goal. Brown & Levinson explained that there are fifteen strategies of positive politeness below:

2.1.1.1.1 Strategy: Notice or attend to hearer interest, wants, needs and goods

Brown & Levinson (1987) stated that, “this output suggests that S should notice of aspects of H’s condition” (p.103). This strategy should take notice of the aspect of the hearer’s condition. The speaker talked to the hearer by observing the interest, behavior, needs, and the goods of the hearer. It can be used as a compliment, an offer, or a request. For example:

“You must be very tired from doing a lot of activities at school? How about taking some rest?”

The example above show that it is classify to this strategy because the speaker notices and intend to hearer’s needs.

2.1.1.1.2 Strategy: Exaggeration (interest, approval, sympathy to the hearer)

In this strategy, the speaker often speaks with exaggerated intonation or stress to the hearer. It usually related to the word such as really, exactly, absolutely, and another. For example:

“How absolutely incredible! What a fantastic garden you have!”

In the example above showed that the speaker used positive politeness. The strategy that the speaker used was an exaggeration because the speaker used

intonation and stress when said the expression and it shows the interest that is “How absolutely incredible”.

2.1.1.1.3 Strategy: Intensity Interest to Hearer

According to Brown & Levinson (1987) “another way for S to communicate to H that he shares some of his wants is to intensify the interest of his own (S’s) contribution to the conversation, by ‘making a good story’. This may be done by using ‘vivid present’” (p.106). This is a common feature of positive-politeness conversations, as it pulls H right into the middle of the events being discussed, metaphorically at any rate, thereby increasing their intrinsic interest to him. For example:

“I come down the stairs, and what do you think I see? A huge mess all over the place, the phone’s off the hook and clothes are scattered all over...”

The example describe that the speaker shares some several wants to the hearer through story to get the hearer interest. So, by using story the speaker can save the face of hearer.

2.1.1.1.4 Strategy: Using group identity marker

This strategy stated that both speaker and hearer belong to several sets of person who shares some wants. Positive politeness strategies here namely use group identity markers. Address forms here is used to convey group membership including address terms such as mac, mate, honey, buddy, dear, luv, ducky, mom, dad, babe, broth, guys, cutie, fellas and sweetheart. For example: “Welcome back

home, honey”. It can be seen from the example that the sentence includes strategy use in group identity marker because the sentence used address form that is “honey”.

2.1.1.1.5 Strategy: Seek agreement (to find and try to approval by the opponent said)

In this strategy, an agreement can be shown by repeating the part of what the speaker said in the conversation and also can be stressed by using the safe topic. Safe topics are use when the speaker emphasizes his agreement with the listener and therefore to satisfy the listener's desire was right to support this opinion.

2.1.1.1.6 Strategy: Avoiding Disagreement

The strategies to avoid disagreement divided into two parts they are:

- a. Token Agreement (yes, but, then, and so)

This means that the desire to agree or seem to agree with the listener also leads to pretending to agree. For example, is the speaker's response to the previous statement with 'Yes', 'But', 'Then', 'No' to indicate the agreement. For example:

“Yes, it's rather long, not short certainly”.

The example is used positive politeness with strategy of avoided disagreement. The sentence refers to this strategy because the speaker used “Yes, it's rather long” and then continued said “not short certainly” to show agreement and hide disagreement.

- b. White Lies

This is the politeness strategy that it used by the speaker to prevent disputes. It used to save the face of hearer when the speaker wants to lie rather than make her/him embarrassed. For instance, when response to our friend that has a request to borrow a radio: “Oh I can’t. The batteries are dead”. In this example, both of the speaker and hearer may know that the answer is not true, but the speaker save the hearer’s by not refused his/her request directly.

2.1.1.1.7 Strategy: Presuppose, raise or assert common ground

This strategy did with small talk or gossip. The value of this is to spending time. This is when the speaker and hearer’s knowledge were equal. This strategy is related to something like supposing a number of speaker and hearer equations to reduce FTA through a conversation that may interest the hearer with the speaker’s expression. It is like an effort to be with the hearer as a mark of friendship or interest. This strategy shows that friendship is the cause of have quality time between speaker and hearer.

2.1.1.1.8 Strategy: Joke (make a joke)

Jokes are the basic positive politeness techniques for minimizing FTA. This strategy is based on the same background knowledge and values. Jokes can be used to emphasize those backgrounds or values. Jokes are useful for making fun of friendship. This is a way to share knowledge or experience through fun situations. For example: “OK if I tackle those cookies now?” The example is classified into make a joke because as we know that something that can be tackled is fish not the cookies.

2.1.1.1.9 Strategy: Assert or presuppose speaker's knowledge and concern for hearer's wants

One of the ways to show that the speaker and hearer are cooperators is to emphasize or imply knowledge about the desires and desires of the listener to match one's desires with them. In this strategy, the speaker asserts or presupposes the speaker's knowledge and concern for the hearer's desires. For example: "Look, I know you want the car back by 5.0, so should I go to town now?" The example shows that the speaker and hearer are cooperators.

2.1.1.1.10 Strategy: Offer and Promise

Offers and promises can show that the speaker and listener are cooperators. However, the speaker can choose to emphasize cooperation with the listener by claiming that whatever the hearer wants, the speaker also wants it and will help him get it. For example: "Do you need some help?" It is positive politeness that used strategy offer and promise because in the sentence the speaker was offered helps to the hearer. A promise is a natural result of choosing this strategy, even if it is wrong, they show the speaker's good intentions in satisfying the listener's positive desires.

2.1.1.1.11 Strategy: Be Optimistic

Optimistic expression is one outcome of this strategy. This strategy assumes that the listener wants what the speaker wants and will help the speaker to get it. This strategy shows a sense of optimism that assumes that the listener wants or wants the speaker to help to achieve. In this strategy, the speaker puts pressure to the hearer to cooperate with speaker's wants. Example: "Don't you want to eat this

cake with me, do you?” Based to the example it shows that speaker want is the same with hearer’s want. The speaker tries to help the hearer to get his/her wants and do something for the hearer to get it.

2.1.1.1.12 Strategy: Including both speaker and hearer in the activity

This strategy uses the word “we” which means “you” or “me” speaker can show cooperation. This strategy seeks to involve the hearer and speaker in a particular activity by using the word we or let’s. For example: “Let’s get on with dinner”. On the example, it can conclude that the speaker invites the hearer to join in a particular activity that is having dinner.

2.1.1.1.13 Strategy: Give/ask for reason

Another way of indicating that the speaker and hearer are cooperators is by including hearer in the activity, for the speaker to give reasons why he/she wants. In this strategy, another aspect of including hearer in the activity is for the speaker to give a reason why he wants. These works related to reason “why not?” and assuming that if there is no good reason why hearer shouldn’t or can’t cooperate. For example: “Why not lend me your cottage for the weekend?”

2.1.1.1.14 Strategy: Assume or assert reciprocity

Cooperation between the speaker and the listener can be emphasized by giving reciprocal rights or obligations obtained between the speaker and the hearer. In this strategy, the collaboration of both speaker and hearer can also be claimed by

providing evidence or obligation between the speaker and the hearer. For example:

“I will do X for you, do Y for me”

2.1.1.15 Strategy: Give gifts to hearer (goods, sympathy, understanding, cooperation)

This type involves the speaker's decision to improve the hearer's face directly by fulfilling some of the hearer's desires by showing that the speaker wants the hearer's desire for the hearer. That is emphasized by using gift giving. That can be goods, sympathy, understanding, or cooperation. This strategy is given not only to real objects but also the desire to interact to be noticed, understood, heard, and others. For example: “I know that you love the script, by buy this poster will make you happy”

2.1.2 Translation

According to Newmark (1988, p.5), translation is rendering the meaning of a text into another language in the way that the author intended the text. Newmark's definition stresses on rendering meaning of the source language text into the target language text as what is intended by the author. Meanwhile, Hatim and Munday (2004, p.6) stated that 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. They are emphasis on translation as a process.

According to Larson (1984), “translation is done by going from the form of the first language to the form of second language by way of semantic structure.

When a translator makes a translation, it means that he or she transfers meaning of source text” (p.3). Nida and Taber (1974) states that “translating consist 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.” (p.12)

Based on all of the definitions above, it can be concluded that translation is the process of transferring message from source language into target language. In doing translating process, a translator must have knowledge of the source language and the target language. The translator also has to understand the style of target language, so the translator is able to deliver the message of his/her translation.

2.1.3 Translation Technique

Each solution the translator chooses when translating a text responds to the global option that affects the whole text (the translation method) and depends on the aim of the translation. The translation method affects the way micro-units of the text are translated: the translation techniques (Molina & Albir, 2002).

Translation technique is defined as a way implemented in solving translation problems in the translation text. Many translation scholars used various and different term for this phenomenon, such as, translation procedure (Newmark, 1988), translation strategies (Machali, 2009; Baker, 2018). In the translation process, translators employ various strategies to solve the translation problems. Strategies are the ways to find a suitable solution for a translation unit. The solution will be materialized by using a particular technique (Molina & Albir, 2002).

Therefore, translation strategies are part of the translation process, and translation techniques employed in the translation text (Molina & Albir, 2002).

Most studies of translation techniques do not seem to fit in with the dynamic nature of translation equivalence. If we are to preserve the dynamic dimension of translation, a clear distinction should be made between the definition of a technique and its evaluation in context. A technique is the result of a choice made by a translator, its validity will depend on various questions related to the context, the purpose of the translation, audience expectations, etc. (Molina & Albir, 2002)

Molina & Albir (2002) stated that, if a technique is evaluated out of context as justified, unjustified or erroneous, this denies the functional and dynamic nature of translation. A technique can only be judged meaningfully when it is evaluated within a particular context. Therefore, we do not consider it makes sense to evaluate a technique by using different terminology, two opposing pairs (one correct and the other incorrect), e.g., Delisle's explicitation/implication and addition/omission.

Translation techniques are not good or bad in themselves, they are used functionally and dynamically in terms of:

- 1) The genre of the text (letter of complaint, contract, tourist brochure, etc.)
- 2) The type of translation (technical, literary, etc.)
- 3) The mode of translation (written translation, sight translation, consecutive interpreting, etc.)
- 4) The purpose of the translation and the characteristics of the translation audience,

5) The method chosen (interpretative-communicative, etc.)

2.1.4 Translation Quality Assessment (TQA)

Translation Quality Assessment (TQA) is an important element of translation research intended to find out the quality of a translation, to identify whether a translator can produce a translation, which is accurate, acceptable, and easy to read and not sound like a translation product. To achieve the goal of quality assessment covers among other three points, they are accuracy, acceptability, and readability. According to Nababan (2003), “translation quality assessment is focused on three main things: the accuracy of transferring messages, the accuracy of expressing messages into the target language, and the language naturalness of the translation. In order word, it can be said the quality of a translation is the degree of accuracy, acceptability, and readability” (p.86).

Nababan states that there are three aspects needed to be completed with the aim of justifying whether a product of translation is qualified, they consist of accuracy aspect, acceptability aspect, and readability aspects. Therefore, there are three instruments that can be used to assess the products of translation whether they have fulfilled these aspects or not, including Translation Accuracy, Acceptance Rate and Readability Level Assessment Instrument, with values as follows:


2.1.4.1 Accuracy

The accuracy of the translation results is one of the main indicators of the appropriateness of a translation result. Grammatical units, meaning of words,

technical terms, phrases, clauses, sentences or text are some aspects that affect the level of accuracy of a translation.

Detailed information about the assessment explained in the table below:

Table 2.1 Scale of Accuracy

Translation Category	Score	Qualitative Parameter
Accurate	3	 Meaning of words, technical terms, phrases, clauses, sentences or text of the source language are accurately transferred to the target language; there is no meaning distortion at all.
Less Accurate	2	Most of the meaning of words, technical terms, phrases, clauses, sentences, or text of the source language has been accurately transferred to the target language. However, there are still distortions of meaning or translation of double meanings (taxa) or there are meanings that are omitted, which disturb the integrity of the message.
Inaccurate	1	Meaning of words, technical terms, phrases, clauses, sentences, or text of the source language are inaccurately transferred to the target language or deleted.

2.1.4.2 Acceptability

The term acceptability refers to whether a translation has been expressed in accordance with the rules, norms and culture that applies in the target language or not.

The concept of acceptability is crucial because even if a translation is considered as accurate in terms of its content, or message, the translation will be rejected by the target reader if the method of expression is contrary to the rules, norms, and culture of the target language. It can be seen from the level of the naturality of the translation.

Detailed information about the assessment explained in the table below:

Table 2.2 Scale of Acceptability

Translation Category	Scores	Qualitative Parameter
Acceptable	3	Translation feels natural; the technical terms used are commonly used and familiar to the reader; phrases, clauses and sentences used are in accordance with the rules of the Indonesian language.
Less Acceptable	2	In general, the translation feels natural; however, there is a slight problem with the use of technical terms or a few grammatical errors.

Unacceptable	1	The translation is not natural or feels like a translation work; the technical terms used are unfamiliar and unfamiliar to the reader; phrases, clauses and sentences used are not in accordance with the rules of the Indonesian language.
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2.1.4.3 Readability

The readability aspect also takes a central role in the translation assessment. There is certain level of understanding a text, therefore the assessment for this aspect is needed to give a clear bound whether the score of the translation readability is good enough or not.

Detailed information about the assessment explained in the table below:

Table 2.3 Scale of Readability

Translation Category	Scores	Qualitative Parameter
High Readable	3	Words, technical terms, phrases, clauses, sentences or translated texts can be easily understood by readers.
Medium Readable	2	In general, the translation can be understood by the reader; but there are certain passages that must be read more than once to understand the translation.
Low Readable	1	Translation is difficult to understand for the readers.

2.2 Previous Study

In supporting this research, the researcher found several researches related to this study. There were some researches that discussed politeness strategies such as the research that is done by (Dharmayanti et al., 2018). The aims of this research are to analyze the types of politeness strategies used in Ellen DeGeneres's talk show script with Barack Obama as a guest star. The second is to identify the factors that influence the speaker to choose the strategy. The theory by Brown and Levinson was used to support this research. It used to analyze types of politeness strategies and to identify factors that influence the choice of strategy. The data collection process was done through the documentation method. The sentence in conversation used as data related to the politeness strategy in the script. Finally, the result shows that in the two episodes of Ellen DeGeneres' talk show, the politeness strategy that mostly implemented is positive politeness strategy.

The next research is from (Ayuningrum et al., 2018). This study aims to describe the Brown and Levinson politeness strategy used by the members of the UKM Debate, Bengkulu University when they practice debating. The object of this study is a member of UKM consisting of eight students. This is qualitative descriptive research as a method and data collected using transcripts from video recorders and observation. The results show that debate members use all politeness strategies but not all sub-strategies when conducting debates. They use positive politeness, bald on record, negative politeness, and off record. There are twenty-eight utterances related to politeness strategies. The debaters mostly implemented positive politeness strategies, which occurred nineteen times (67.8%). Bald on the

notes and off-notes occurred four times (14.3%) and the last was a negative politeness strategy that only happened once (3.6%). The positive politeness strategy has the highest position in the data because in practicing debate, all debates know each other and have close friendship.

Another researcher is from Widyastuti (2019). The purpose of this study is to discuss the politeness strategies used by the main characters in the novel titled "The Sun Also Rises". This analysis is based on the utterances of the main characters in the novel. The researcher analyzes the utterances to find out the types of politeness strategies used by the main characters. In this study, researchers used a qualitative descriptive method by using documentation and observation to collect data from the novel. The results showed that the main characters in the novel applied a type of politeness strategy that is bald on the record, positive politeness, negative politeness, and off record. The main character also expresses the factors that influence the politeness of the characters in speaking that is the style of language, lists, and domains, slang, and solidarity, language, and gender in their conversations.

Another researcher is from Muhammad Irfan Faturrahman (2020). The purpose of this study to find out the use of techniques by translator. The purpose of the translation activity is as a communication tool that connects the writer in the source language with the reader in the target language, and the translator as the mediator or the liaison of both. The accuracy of the use of translation techniques from the source language (BSu) to the target language (BSa) dramatically influences the quality of translation; this can be proven by the reader's

understanding of the message, intent, or taste conveyed by the author in the source language. This research is research that uses qualitative methods that are presented descriptively in the form of written or oral words where the researcher as a core means. In the translation of the Hadith Arba'in An-nawawi, the translator uses 11 translation techniques including, there are 64 literal data translation, 25 data amplification techniques, 21 data borrowing techniques, 12 data adaptation techniques, 6 data compensation techniques, two data discursive creation techniques, two data reduction techniques, one data generalization technique, one data modulation technique, one data transposition technique. Assessment of the quality of translation is done by distributing questionnaires to respondents. From 37 respondents, it can be concluded that readers can better understand the quality of translation using compensation techniques in the target language with an assessment of 81% very accurate, 73% acceptable, and 77% rated high legibility. This is because the information elements or the stylistic influence of the source language text on the target language text can help the reader to understand the meaning, message, and goals to be conveyed. The research above is related to this research. The previous research discusses the same topic with this research that is about politeness strategy.

All the previous research above used theory proposed by Brown and Levinson about positive and negative politeness strategy and some research added the theory of Molina and Albir about techniques of translation. It is the same with this research that also used Brown and Levinson as the theory. That was the similarity of all the previous research with this research. The difference is that the

previous research and this research use different sources of data such as novel, movie, talk show, daily conversation, and debate. From all the previous research it can be seen that the novel *Animal Farm* has not been discussed before. This is the reason why the researcher interested to analyze this novel.

2.3 Theoretical Framework

The analysis of positive politeness strategy in this research is based on the theory of politeness strategy which proposed by Brown & Levinson (1987). Politeness strategy is one of communication strategies that emphasize on the polite words and action (Brown & Levinson, 1987). Brown and Levinson stated that there are four types of politeness strategies include bald on record, positive, negative, and off record strategy. In this study, the researcher only focuses on positive politeness strategy and the translation technique which proposed by Molina and Albir (2002). And then the translation quality of this reaserch will be analyzed based on the Translation Quality Assessment (TQA) theory of Nababan (2003) involves three instruments which are translation accuracy, acceptability, and readability.