



## Directive Speech Act Translation Analysis in “The Lion King” Movie

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### Abstract

This study aims to find out the equivalence of the directive speech act and its translation techniques in The Lion King movie. The study used the script of The Lion King movie and its two kinds of subtitles, namely the professional translator and fansub versions. A qualitative case study is used as research design, while documentation is considered as the tool. The results found 6 types of directive speech acts among 143 directive speech acts. All directive speech acts in the movie “The Lion King” are translated equally by professional and fansub translators. This study also has 272 translation grouping techniques: 1) 115 (42,3%) total single group techniques in both professional and fansub translation. 2) 114 (41,9%) total of duplet group techniques in both professional and fansub translation. 3) 31 (11,4%) total triplet group techniques in both professional and fansub translation. 4) 12 (4,4%) total of quadruplet group techniques in both professional and fansub translation. Literal translation is the most found type of translation technique, intended to translate simple texts and dialogues. Therefore, an easy language requires an equally comprehensible translation as well.

**Keywords:** *translation analysis, directive speech act, professional translator, fansubtitle.*

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## 1. INTRODUCTION

Being a translator is not only translating the book or novel but also can translate a language in the movie, or it can be called as the subtitle. According to Liew and Omar (2018), “fansub” comes from of the word “fan”, referring to fan(atrics) and “sub” which is an abbreviation of subtitling or subtitles. As gleaned from this portmanteau, fansub refers to subtitles produced by fans for television programmes they are interested in. Fansub, which had rapidly gained popularity since the 1990s has become more widespread today due to the advancement of multimedia, latest computer software, and new broadband internet technologies (Hatcher, 2005).

Nida and Taber (1969: 12) said that translation consists of reproducing in the receptor language the closest natural equivalence of the source language message, first in terms of meaning and secondly in terms of style. Translation is producing the closest natural equivalent of an inward source language message recipient language, first in terms of meaning and second in terms of style.

In this study, the researcher refers to the theory of translation techniques (Molina and Albir, 2002). Then the research refers to similar research related to the analysis of translations in films and literary works (Arbain, 2022; Maulana et al., 2020; Nugroho et al., 2021). Referring to Nababan (1999; 2012), translation techniques can affect the results at a micro level. Then, the technique can be implemented by comparing the source language and the target language.

Most of the languages have four basic sentences they are declarative, interrogative, exclamative, and imperative. In this research, the researcher only focuses on imperative text, or we can call as the command. Connected with the utterance of the sentence, we know that many people are interested in watching films or movies, and so many dialogues include imperative sentence in it. The researcher is interested in analyzing one of the movies entitled The Lion King. The Lion King is a 2019 American musical drama film directed and produced by Jon Favreau, written by Jeff Nathanson, and produced by Walt Disney Pictures. The movie stars the voices of Donald Glover, Seth Rogen, etc. The plot follows Simba, a young lion who must embrace his role as the rightful king of his native land following the murder of his father, Mufasa, at the hands of his uncle, Scar.

Riskiyah and Marlinah's (2021) investigate the style of illocutionary used in the film "The Lion King." The investigation then demonstrates the major type of illocutionary used by

the characters. According to this study's outcomes, Simba's character utilized more directive speech.

Sartika (2021) examines directive speech acts in the Harry Potter and The Philosopher's Stone films. By examining the three main characters, Harry Potter, Ronald Weasley and Hermione Granger, the researcher tries to slam the directive speech acts by the three characters. The results in this study indicate that there are four types of directive speech acts used: command, request, permission, prohibition, and question. Furthermore, there is no difference in the three figures' use of directive speech acts. Based on previous related studies above, none of the studies ever analyzed two target languages (TL) from the same source language (SL), which will be conducted in this study. This study will use two kinds of TL (fansub and professional translation) from the same movie which is "The Lion King" (2019) and focused on the directive speech act proposed by Bach & Harnish (1979), which has never been done by the previous studies above.

## **2. METHODOLOGY**

In this study, several articles are adopted to serve as references to obtain a theoretical study used to further clarify the purpose of research methods other than using qualitative methods (Ghozali, 2015). According to Creswell (2014), qualitative research is an inquiry process of understanding based on distinct methodological traditions of inquiry that explore a social or human problem. The researchers build a complex, holistic picture, analyzes words, report detailed views of information, and conduct the study in a natural setting. It asks the students to comprehend how to write well using web-based applications that include appropriate emojis and colours that suit their feelings. A descriptive qualitative design is chosen because the details are described, and the data obtained during the research are interpreted.

This study used a qualitative method to achieve the research objective. According to Creswell (2009), qualitative research is a mean for exploring and understanding the meaning individuals or groups ascribe to a social or human problem. The researcher used a case study design to answer the research questions. Yin (2018) stated that the distinctive need for case studies arises out of the desire to understand complex social phenomena.

The data source taken was taken from the movie entitled The Lion King. The Lion King is a 2019 American musical drama film directed and produced by Jon Favreau, written by Jeff Nathanson, and produced by Walt Disney Pictures. The researcher chose the directive speech act spoken in the movie as the data source. The professional subtitle translation is

taken from Google Play Film, and the fansub translation is taken from subscene.com by Lebah Ganteng. The data collection technique includes interviewing based on Marczyk, Matteo, and Festinger (2005, p.117). Global ratings, observation, and biological measures. In this study, the researcher used document analysis as technique of collecting the data. The data collecting technique used in this study is document analysis in which the data taken can be in form of books or another documentation form, in this case, is a movie. Meleong (2006), stated that there are three methods of collecting the data. They are observation, interview, and document analysis method. The observation method collects data that focuses on observing an object with all human senses. The interview method is the method which focuses on collecting the data from respondents who are interviewed. While document analysis means that the collected data are from the internet, video, transcription, and some books of copy. Thus, the use of documentation technique since the script of The Lion King movie was used as the object.

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In analyzing the data, based on Cresswell (2009), in his book regarding qualitative data analysis, some steps were done to answer the research question of this study:

1. The researcher will analyze the translation of subtitle by a professional translator and fansub translator at directive speech act in the movie The Lion King.
2. The researcher will analyze the translation technique used by professional translators and fansub translators on directive speech act in the movie The Lion King.

Data presentation is presented in forms of table and descriptive analysis to depict the research questions' results.

### 3. FINDINGS

After the analysis, the researcher has found 6 types of directive speech acts out of 143 directive speech acts found. There are 29 requestives (20%), 8 questions (6%), 70 requirements (49%), 8 prohibitives (6%), 2 permissives (1%) and 26 advisories (18%) found in the movie. The table below demonstrated the results of directive speech act based on Bach and Harnish's (1979) category in the movie.

No	Directive Speech Acts	Frequency	Percentage
1.	Requestives	29	20%
2.	Questions	8	6%
3.	Requirements	70	49%
4.	Prohibitives	8	6%
5.	Permissives	2	1%
6.	Advisories	26	18%
<b>Total</b>		143	100%

Below is an example of directive speech act found in the script:

(1) Datum 2: Requestives (implore)

SL: "No, please! Stop it!" (00:07:07)

TL1: "*Kumohon! Hentikan!*"

TL2: "*Tidak, kumohon! Hentikan!*"

From the table above, datum number 1, both professional translation and fansub did not change the purpose of the directive speech act, which is a request to implore for some act not to be done. According to Oxford Dictionary Online, implore is a verb class work defined as an act of beg someone earnestly or desperately to do something. In this case, Zazu beg Scar not to eat him. Even though there are some prohibition elements in Zazu's sentence, the tone he used indicates more to an implore rather than prohibition which requires more authority tone. When translated into professional translation and fansub translation, the type of sentence remained the same, therefore the sub type of directive speech act is equivalent. In conclusion, it is classified as implore in requestives directive act.

(1) Datum 2: Questions (question)

SL: "Do you have the morning report?" (00:13:47)

TL1: "*Ada laporan pagi?*"

TL2: "*Ada laporan pagi?*"

A situation in Datum 2 depicts Mufasa asking Zazu whether there is anything that happens within the Pride. The sub-type of directive speech act found in the sentence is questioning. According to Oxford Dictionary Online, question is an ask questions of (someone), especially in an official context. In this case, since Mufasa is Zazu’s king, the context is considered official since it relates to his kingdom, Pride Rock. When translated into professional translation and fansub translation, the type of sentence remained the same, therefore, the subtype of directive speech act is equivalent. Therefore, it is considered as question in question directive act.

(1) Datum 2: Advisories (propose)

SL: “I’ve got it. What if he’s on our side? Hear me out! Having a ferocious lion around might not be such a bad idea!” (00:53:00)

TL1: “*Aku tahu. Bagaimana kalau dia di pihak kita? Dengarkan! Punya singa yang beringas bukan ide yang buruk!*”

TL2: “*Aku tahu. Bagaimana kalau dia memihak kita? Dengar! Berteman dengan singa ganas bukan ide buruk!*”

In datum 5, Pumba tried to assure Timon that it is fine to “adopt” Simba. Since Timon was so paranoid towards lion in general he believes they should leave Simba alone in the desert. However, Pumba comes up with a clever possibility and initiates to adopt him instead. Though Timon later comes up with the same idea. The sub type of directive speech act found in the sentence is advisories propose. Oxford Dictionary Online defined propose as an act to put forward (an idea or plan) for consideration or discussion by others. When translated into professional and fansub translation, the type of sentence remained the same, therefore, the subtype of directive speech act is equivalent. Thus, the writer classifies it as proposed in advisories directive act.

<b>Grouping</b>	<b>TL1</b>	<b>TL2</b>	<b>Frequency</b>	<b>Percentage</b>
Single	59	56	115	42,3
Duplet	57	57	114	41,9
Triplet	17	14	31	11,4
Quadruplet	3	9	12	4,4
<b>Total</b>	136	136	272	100

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In conclusion, the directive speech act found in this movie was used in the various scene and the atmosphere of each scene to emphasize how each character feel and their reaction in many events they encountered through the story. Most type of directive speech used here is requirements since the setting of the theme focused on kingdom and royalty which uses lots of authority tone in their dialogues.

In 479 total translation techniques found in the movies, there are 13 out of 18 types of translation techniques proposed by Molina and Albir (2002) which is 4 Adaptation (1%), 7 Amplification (1%), 10 Borrowing (2%), 7 Discursive Creation (1%), 120 Established Equivalent (25%), 6 Generalization (1%), 4 Linguistic Amplification (1%), 47 Linguistic Compression (10%), 155 Literal (32%), 6 Modulation (1%), 19 Particularization (4%), 81 Reduction (17%), and 13 Transposition (3%). The techniques which are not found in both the professional translation and fansub are: 1) Calque, 2) Compensation, 3) Description, 4) Substitution, and 5) Variation.

There are 272 translation grouping techniques in this study. The professional translation used 59 single groups while the fansub use 56 single group translation techniques. There are 115 (42,3%) total of single group techniques in both professional and fansub translation. The professional translation used 57 duplet group while the fansub use 57 duplet group translation technique. There are 114 (41,9%) total of duplet group techniques in both professional and fansub translation. The professional translation used 17 triplet groups while the fansub use 14 triplet group translation techniques. There are 31 (11,4%) total of triplet group techniques in both professional and fansub translation. The professional translation used 3 quadruplet group while the fansub use 9 quadruplet group translation technique. There are 12 (4,4%) total of quadruplet group techniques in both professional and fansub translation.

Below is an example of a single grouping technique:

(2) Datum 2:

SL: "You can't eat me! It is forbidden to eat a member of the king's court! Ow!"

TL1: "*Kau tak boleh makan aku! Dilarang makan anggota kerajaan!*"

TL2: "*Kau tak boleh memakanku! Dilarang memakan anggota kerajaan!*"

Literal translation is to translate a word or an expression word for word. In both the fansub and professional translation, the entire length of the utterance is translated word by word, creating a similar result in the target language. Both the professional and fansub translation are equivalent.

Below is an example of duplet grouping technique:

(1) Datum 46

SL: “We have talked about this before. I come in alone. I’m the lead distraction so everyone can circle.”

TL1: “*Kita sudah bicarakan ini. Aku datang sendirian. Aku mengalihkan perhatian agar yang lain memutar.*”

TL2: “*Kita sudah bahas ini. Aku maju sendirian. Aku pengalih supaya semuanya bisa melingkar.*”

In this utterance, the entire sentence is translated with literal technique except one word, “before”. Both TL omitted this word yet both translations did not change the original intention of what SL intended to.

Below is an example of triplet grouping technique:

(1) Datum 111

SL: “This is my home. Please stay. This place is incredible. I know you’ll love it.”

TL1: “*Ini rumahku. Jangan pergi. Tempat ini luar biasa. Kau pasti suka.*”

TL2: “*Ini rumahku. Tinggallah. Tempat ini luar biasa. Kau pasti suka.*”

In this utterance, the phrase, “This is my home.” was translated with literal translation in both TL as “ini rumahku”. Established equivalent technique is used in phrase “...Please stay ...” TL1 change it to, “jangan pergi...” and TL2 “*tinggallah...*” The phrase “I know you’ll love it.”...” are translated with reduction with both TL omitted the “...I know...” Both TL uses the exact translation technique in this utterance. Both TL choose these techniques since it did not change the original intention of what SL intended to.

Below is an example of quadruplet grouping technique:

(1) Datum 28

SL: “Promise me you’ll stay away, Simba. Now, you run along. And remember...it’s our little secret...Your Majesty.”

TL1: “*Berjanjilah kau tidak kesana, Simba. Pergilah. Dan ingat... ini rahasia kita... Yang Mulia.*”

TL2: “*Janjilah untuk menjauhinya, Simba. Sekarang, pergilah. Ingat... ini rahasia kita... Yang Mulia.*”

The quadruplet technique only applied in TL2 in this utterance. The phrase, “...you’ll stay away...” uses same technique in both TL which is established equivalent. TL1 changes it to “kau tidak kesana,” TL2 shift it to” *menjauhinya...*”. In the phrase, “...it’s our little



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secret...” Both TL use the same reduction technique in omitting “little”. However, in TL2 they omit the word “and” while TL1 retains it in their text. The phrase “... Now, you run along”, both TL use linguistic compression which changes into “...*Pergilah...*” and “*Sekarang, pergilah*”. The rest of the phrase for TL2 uses literal translation. Both TL choose these techniques since it did not change the original intention of what SL intended to.

In conclusion, literal is the most found type of translation technique in all kinds of translation grouping. This occurred since literal is a word-by-word technique, a simple way to translate simple texts and dialogues intended for beginner and young audiences such as movie scripts, children’s books, etc.

More challenging language level of texts may require different translation techniques such as poems, legal documentation, etc. Despite carrying a heavy theme such as royal dispute and kingdom, the Lion King movie is targeted for young audiences, especially since it was an adaptation from the previous animation with the same title and rating. Therefore, an easy language requires an equally comprehensible translation as well.

#### 4. DISCUSSION

By comparing the translation results from professional and fansub, the findings of this study confirm that the most widely used directive speech act is requirements. Then, permissive speech became the most used speech. As the most dominant directive utterance in this study the requirements contain orders, requests, instructions, etc. The purpose of this speech act is to ask the speech partner to do something the narrator does. The results of this study are similar to previous research which states that speech acts are the most widely used in a film or literary work (Arbain, 2022; Merilia, 2019; Safari, 2020).

This study also found that the single grouping technique was the most widely used. In using this technique, professional translation uses more single groupings than fansub. Then, the same number was found in the grouping of duplets and triplets. In contrast to other groupings, there is a significant difference in the use of quadruplet grouping. This result is an illustration of the use of professional translation and fansub (Arbain, 2020; Wongseree et al, 2019). Not only that, but this study is also supported by previous studies related to the use of the single most widely used grouping (Riyono et al, 2019; Buşila, 2017).

## 5. CONCLUSION

Based on the data analysis in the previous section, it is possible to conclude that the data contains six categories of directive speech acts. The researcher has found 6 types of directive speech acts out of 143 directive speech acts found. There are 29 requestives (20%), 8 questions (6%), 70 requirements (49%), 8 prohibitives (6%), 2 permissives (1%) and 26 advisories (18%) found in the movie. In conclusion, the directive speech act found in this movie was used in the various scene and the atmosphere of each scene to emphasize how each character feel and their reaction to many events they encountered through the story. Most type of directive speech used here is requirements since the setting of the theme focused on kingdom and royalty, which uses lots of authority tone in their dialogues.

Another result found by the researcher is that there are 272 translation grouping techniques in this study. There are 115 (42,3%) total of single group techniques in both professional and fansub translation. There are 114 (41,9%) total of duplet group techniques in both professional and fansub translation. There are 31 (11,4%) total of triplet group techniques in both professional and fansub translation. There are 12 (4,4%) total of quadruplet group techniques in both professional and fansub translation.

Literal translation is the most found type of translation technique in all kinds of translation grouping. This occurred since literal translation is done in a word-by-word technique, a simple way to translate simple texts and dialogues intended for beginner and young audiences such as movie scripts, children’s books, etc. Despite carrying a heavy themes such as royal dispute and kingdom, the Lion King movie is targeted at young audiences, especially since it was an adaptation of the previous animation with the same title and rating. Therefore, an easy language requires an equally comprehensible translation as well.

Based on the result, it can be inferred from the data analysis in the previous section that there are six different categories of directive speech acts included in the data and to browse more cultural understanding references in both SL and TL to make the translated text more comprehensible to the viewers. Further research can provide knowledge that is valuable to the readers and can be the next related research to be examined. A follow-up study is also required to track the progress of the translation study.

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