CHAPTER I

INTRODUCTION

1.1. Background of the study

Translation is the activity of transferring meaning from the source language to the target language. The meaning is rendered but not the form. The definition of translation is formulated by Catford (1965), Newmark (1988), and Larson (1998). It involves not just substituting words but also transferring the semantic content and ensuring that the structure of the source language is appropriately adapted to the target language. The emphasis is on preserving the meaning and context while transforming linguistic structures.

The popularity of foreign movies and drama series suggests a growing interest in consuming media from other cultures. Because of the modern era, shows such as movies or foreign drama series can be accessed through websites. These sites not only provide shows, but also provide subtitles to make it easier for viewers to understand the content of the show's dialog if they watch shows from other countries. As Gottlieb (2001) explains, subtitles are either transcriptions or

translations of film or television dialogues that are presented concurrently on the screen.

The dialogs shown in the subtitles are a form of speech acts conveyed by the actors in expressing their thoughts and feelings. There are various speech acts delivered by the actors such as representative, directive, commissive, expressive, and declarative following Yule (1996). This study discusses expressive speech acts used in the movie Netflix series *Bridgerton Season 3* and the translation of expressive speech acts and the strategies employed by the subtitler. The *Bridgerton* series is selected as a data source because of two main reasons. First of all, the movie is one of the literary works which generally includes expressive speech acts. Another reason is that the *Bridgerton* series contains a wide range of expressive speech acts with a historical value of how the American aristocracy lives, where the setting itself might show unfamiliar situations to Indonesians. Bridgerton is a Netflix drama series produced by Shondaland and adapted from a novel written by Julia Quinn. The novel itself has 8 seasons, where each season contains the life story of each child of the Bridgerton family. For the Netflix series itself, Bridgerton has now released 3 seasons.

Bridgerton Season 3 is released in two parts, each with four episodes, and all eight episodes are now available. Jess Brownell, as the creator, mentioned that there is unresolved issues between Penelope and Colin create conflict towards the season's end. The selection of data on this topic is based on the *Bridgerton* series which has just completed the release of season 3 and is included in the Top 10 TV Shows category which is in sixth place and the writer is one of the viewers of this series.

Moreover, this study is conducted by reviewing three previous studies that conducted by previous studyers using the same theoretical ideas. The writer took three previous studies as a form of basis in writing this study. Rahmawati (2021), examines expressive speech acts in the movie "Crazy Rich Asians." The objectives are to (1) analyze the types of expressive speech acts found in the movie and (2) describe the S-P-E-A-K-I-N-G model used in the movie. The study uses theories from Searle (1985) and Hymes (1974). This descriptive qualitative study collected and analyzed expressive speech act utterances using the S-P-E-A-K-I-N-G model. The results showed 52 instances of expressive speech acts in the movie, covering ten of the twelve types, with the acts of condoling and boasting not appearing. The S-P-E-A-K-I-N-G model helped to understand the social context and purpose of the interactions in detail. The most frequent expressive speech acts identified were apologizing, thanking, and complimenting, indicating that the characters in "Crazy Rich Asians" often displayed politeness and friendliness.

The study conducted by Ricca (2022), aimed at identify the expressive speech acts used by characters in the web series "Love at First Swipe." Data were collected from the relevant utterances in the series' dialogues and analyzed using the expressive speech acts theories of Searle (1979) and Ilie and Norrick (2018). The study employed the observational method and non-participatory technique described by Sudaryanto (2015) for data collection and used the pragmatics equalizing method for analysis. The findings revealed 15 instances of expressive speech acts in the series, with all types represented except for deploring and condoling. The identified speech acts included 3 instances of thanking, 2 of

apologizing, 1 of congratulating, 8 of complimenting, and 1 of welcoming. Therefore, the most frequent expressive speech act in "Love at First Swipe" was complimenting.

Salsabila (2023) conducted study with the aim to identify, classify, and examine the translation quality of all indirect expressive speech acts in the novel titled "It Ends with Us", using a descriptive qualitative study approach with purposive sampling. The study collected and analyzed data through content analysis and verified findings in a Focus Group Discussion. The novel contains 33 indirect expressive speech acts, categorized as boasting (10), deploring (8), complimenting (5), lamenting (5), forgiving (2), condoling (1), thanking (1), and apologizing (1). The analysis showed no shift in indirectness, indicating the translator successfully maintained the indirectness in the target language. The study concluded that the difficulty in translating these speech acts is influenced by cultural differences, finding equivalent expressions in the target language, and understanding the context of the work. The translation is scored 2.81 for accuracy and 2.55 for acceptability, with an overall Translation Quality Assessment score of 2.68.

The summary is that expressive speech acts are prevalent in various forms of media and literature, and their analysis can reveal important aspects of communication, cultural context, and translation quality. These studies suggest that expressive speech acts play a significant role in communication across different media, reflecting social norms and cultural contexts. Analyzing these acts helps in understanding character interactions, and maintaining their integrity in translation is essential for preserving the original meaning and context.

The previous studies focused on expressive speech acts only (Rahmawati, 2021; Ricca, 2022) and expressive speech acts with indirect speech analysis (Salsabila, 2023). There are few studies involving the analysis of both direct and indirect speech analysis. Thus, this study attempted to investigate the expressive speech acts with both direct and indirect speech analysis by using Yule's (1996) theory. This study also sheds lights the translation of expressive speech acts in the movie series *Bridgerton season 3* based on pragmatic framework.

1.2. Research Problems

This study is to answer the research questions following:

a. How is the pragmatic analysis on the use of expressive speech acts in Source Language?

1. What are the types of the expressive speech acts used?

2. Are the maxims violated?

b. What are the subtitling strategies are employed by the subtitler in translating the expressive speech acts?

c. Does the translation meet the criteria of Translation Quality of naturalness?

1.3. Research Objectives

The main purposes of this study are:

1. It is to investigate the pragmatic analysis in source language regarding the the use of expressive speech acts and the violation of the maxims used by the speakers in the movie Series *Bridgerton Season 3*.

2. It is to shed lights on the employment of the strategies in translating the expressive speech acts by the subtitler.

3. It is to determine whether it meets the criteria of quality translation of naturalness or not.

1.4. Scope and Limitation

There are five categories of speech acts according to Searle and Vanderveken (1985): declarations, representatives, expressives, directives, and commisives. However, this study only discusses the types of expressive speech acts and the subtitling strategies applied in the expressive speech acts in the Bridgerton series season 3 using Searle and Vanderveken's (1985) theory. In addition, this study evaluates translation quality using the criteria of naturalness only from Larson's (1998) three translation quality criteria.

1.5. Research Methodology

1.5.1. Research Method

This study uses a qualitative descriptive method. This study analyzes the data within a defined context, interprets it, and organizes the information into themes according to Creswell and Creswell's (2023) guidelines.

1.5.2. Data Sources

The data source of this study is taken from the Brigerton season 3 series dialogs which contains eight episodes with two separate releases. Part one containing the first four episodes was released on May 16, 2024, while part two

containing the last four episodes was released on June 13, 2024, with a total duration of approximately one hour for each episode. Furthermore, the data source began to be accessed on June 22, 2024.

1.5.3 Data Collection method

In collecting the data, this research requires downloading the movie series first. After that, the movie series is watched and the dialog is searched. Then, the dialog is identified based on the type of expressive speech act. Furthermore, the dialog that is already determined which contains expressive speech acts is placed on the data card.

1.5.4. Data analysis method

This study investigates the expressive speech acts used in the *Bridgerton season 3* series and determines the type of speech whether it is direct or indirect speech type as compiled by Searle and Vanderveken (1985). Moreover, this study analyzes the criteria of maxim by Yule (1996) in the data. Furthermore, the data are searched to find out what subtitling strategies are categorize in translating the expressive speech acts by using theory of Cintas and Remael (2021) and analyzing the translation quality of naturalness by using Larson (1988).

1.6. The Organization of Writing

The study begins its discussion in the first chapter, which provides an introduction to the background of the translation strategies of speech acts from the Brigerton series with selected seasons. The chapter discusses the research

questions and objectives relating to these strategies, as well as delving into the scope of the study to identify its limitations. This chapter also covers the study methodology, detailing the methods used, and concludes with the writing methodology outlining the study framework.

Moving on to chapter two, where the theoretical framework is presented, to provide an in-depth explanation of the translation strategy intends to use. After that, chapter three is filled with a discussion of the data findings that are analyzed based on the theories explained in the previous chapter to answer the study questions posed. At the end, the chapter four draws a conclusion that presents the author's interpretation and understanding of the analyzed findings.