CHAPTER V

CONCLUSION AND SUGGESTION

This chapter provides the summary of the analysis. There are two parts to this chapter: conclusion and suggestion. The conclusion is obtained based on the results and the discussion of research questions and objectives of this research. In the second part, the researcher gives suggestions for academics' researchers who are interested in conducting a pragmatic study about Directive Speech Act.

5.1 Conclusion

This research focuses on the subtitling strategies and the acceptability level of directive speech act uttered by Baroness in the movie *Cruella.* After analyzing, the researcher found 59 directive speech acts according to Searle's theory using the subtitling strategies approach by Gottlieb and acceptability level according to Nababan's theory.

Of all 5 different types of directive speech act, there are 4 types that are implemented in this research. There are 59 directive speech acts uttered by the character Baroness that are found in the movie Cruella. The types of directive speech act that are found in the movie are question speech act which has the total of 28 (47%), command speech act with the total of 24 data (41%), request speech act with the total of 4 (7%), and prohibition with the total of 3 (5%). The most dominant type of directive speech act uttered by Baroness found in the movie *Cruella* is directive speech act of question. The reason why this type is most dominant is because the power difference between Baroness and the other characters. Baroness frequently asked question not only to get some answer but also

to test the other character. She also always demands answer, which means the other characters had no choice but to give her some. Baroness also use this speech act often to asked Cruella whereabouts. The other dominant type of directive speech act used by Baroness is command. Baroness gave command to her subordinates to get her anything her heart desired. Command can be seen from the participants, where the speakers' status is higher than the hearer.

Of all 10 strategies, there are five translation strategies that are implemented in this research. Those are transfer, paraphrase, deletion, condensation and imitation. The translation strategies that are found in translating the subtitles of directive speech act uttered by Baroness in the movie *Cruella* are Transfer with the total of 28 data (48%), paraphrase with the total of 14 data (24%), deletion with the total of 13 data (22%), condensation with the total of 2 data (3%), and imitation with the total of 2 data (3%). The most dominant strategy used to translate the directive speech acts are transfer strategy and paraphrase strategy. Although transfer strategy does not add additional information or point of view changing, the message of the film is still clearly conveyed. The second most dominant strategy is paraphrase strategy. Paraphrase strategy changes the structure or the meaning of the Source Language. Paraphrase strategy is frequently used in translating directive speech act in this movie in order to make a better understanding in the Target Language.

In this research, all of acceptability levels are identified. The results of the questionnaire of the translation quality assessment are Acceptable with the total of 45 data (75%), Less Acceptable with the total of 13 data (23%), and Unacceptable

with the total of 1 data (2%). Based on the raters' analysis, most of the data are acceptable. The use of transfer strategy in translating the directive speech act bring the subtitle to high score of acceptability. The translation product considered as acceptable when all the words, phrases, clauses, sentences, or text feels natural to the Target Language. The translator used familiar words in the Target Language that are practiced in daily usage. All words, phrases, clauses, and sentences used are following the cultural and grammatical rules of the Target Language which is Indonesian. On the other hand, the transfer strategy used by the translator also caused one data become unacceptable. It is because the translator used the transfer strategy to translate unfamiliar terms of the directive speech act, so it became unnatural to the readers of the target language.

In conclusion, the type of directive speech act uttered by Baroness that are more dominant in this research are question and command. This is caused by the characterization of Baroness who is more powerful than the other characters. Baroness' utterance is dominantly consisting of demanding answers and making orders to the other characters. The most dominant strategy used to translate the directive speech acts uttered by Baroness are transfer strategy and paraphrase strategy to make it easier for the readers to understand the message. Furthermore, the translation quality of directive speech act uttered by Baroness in the movie *Cruella* is mostly acceptable as the quantity of acceptable data is more dominant than the others. The translation are mostly sounds natural and familiar to the readers, and the strategy used by the translator is suitable in terms of cultural and grammatical rules of the target language.

5.2 Suggestion

After conducting the study, the researcher proposed several suggestions that need to be considered by the next researcher, as follow:

5.2.1 Students

The researcher hopes that this study can be useful for any students who want to do similar research. The researcher analyzed the directive speech act uttered by Baroness in the movie Cruella as well as the translation strategies, so the researcher hopes that this research can give more knowledge about pragmatics, directive speech act, and the translation strategies in translating the directive speech act.

5.2.2 Translator

The researcher found translating unusual terms using transfer strategy can make the translation product sound unnatural to the readers. Therefore, the researcher suggests using other strategies so that it is easier to understand for the readers of the target language. The researcher also hopes that this research can be a reference or guidance in translating the kinds of directive speech act especially translating subtitles on movies.

5.2.3 Other Researcher

The researcher hopes that there will be further study in this field covering more details and depths. The directive speech acts found by the research are lacking in variety, so the researcher suggests others who want to conduct similar research to choose other kind of speech acts. The researcher also suggests exploring more than one character, because a

character has a similar pattern of utterance as a result of similar subtitling strategies used. The researcher suggests for other researchers who want to conduct this kind of study to use other approaches in perceiving the subtitling strategy theories for implementing this kind of research to get a better quality of the research.