

**POLITENESS STRATEGY IN INDONESIAN TRANSLATION:
HAS IT ALREADY CHANGED?**

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ABSTRACT

Politeness strategies show how people maintain and save other's face in communication. Indonesian people tend to use negative politeness to show respect to others through language, meanwhile English people tend to use positive politeness. This paper aims at examining the translation of politeness strategies of directive acts used by four characters in Dan Brown's novel entitled *Deception Point* and its two Indonesian translation versions. It is a qualitative research. Data were taken by using purposive sampling and analyzed by comparing linguistic markers of politeness strategies used by 2 male politicians and 2 female political advisors in giving directive acts in source text and translation texts. The result shows that: (1) all novels use more positive politeness strategies; (2) there is a tendency that the 2015 translation version used less negative politeness strategies than the old translation version; (3) It reveals that politeness strategies in giving directive act in the translation and rank of imposition (illocution force) are changed. As a literary work, it could be the reflection of Indonesian language condition today or would influence the reader's politeness strategies.

Keywords: politeness strategies, translation, directive acts.

Introduction

Directive acts are the speech acts which have high face threatening act (FTA) toward the hearer since the illocution is to ask other to do something for the speaker (Cutting, 2008:15). The speaker should be able to choose the appropriate politeness strategies to mitigate the impact of FTA. The selection of politeness strategy is also affected by the context of situation between the speaker and hearer. Brown & Levinson (1987) state that the selection of politeness strategy is affected by the position (power or P), within the proximity of the speaker and the hearer (distance or D), and the rank of imposition (Rx) given by the speaker. The higher the imposition the higher the potential of threatening other face.

Various studies have revealed various politeness strategies in a variety of speech acts in some languages, e.g. English (Micovic, 2014), Japanese (Fukada & Asato, 2004), positive and negative politeness strategies by the woman speakers on the reality show in Mexico (Wagner, 2013), commissive acts in Indonesian (Al-Bantany, 2013). Besides, some comparative studies have reported that different cultures use different politeness strategies (Ardi, 2015), such as the Australia-China (Wei-Lin, 2008), bilingual speakers of Persian-Turkish (Tabar, 2012). It also shows that each language has politeness strategies however, each culture has different strategies, even a bilingual speaker will use different strategies in different languages. For example, Indonesian regarded negative politeness strategy is more polite, while the English people prefer positive politeness (Gunarwan, 2005).

Moreover, several studies on politeness strategies have been done in translation, such as assessment of politeness principle in business letters (Fuertes-Olivera & Nielsen, 2008; Tao, 2011), the use of maxims of modesty in the novel *Eclipse* (Umalee, 2013). Then, Rad and Razmjou (2013) reported that there are some changes in the translation of speech act from English into Persian so they suggested the improvements in the teaching of translation. In Indonesia, the translation of politeness strategies used in the two versions of *The Amazing Spiderman* subtitles was reported by Pratama (2014). She compared the quality official subtitle

and amateurs. From the research it was revealed that translation techniques influence the accuracy and acceptability of the translation.

Meanwhile, this paper is aimed at comparing politeness strategies used in directive act in the novel *Deception Point* written by Dan Brown (2001) and its two translation versions released in 2006 and 2015. This novel shows various politeness strategies with political setting. Previously, Rusjansyah (2015) has reported the translation of speech acts that reflect refusal set in the *Deception Point* (2001) and its translation *Titik Muslihat* (2006). However, this research did not explore politeness strategy. This present studies is focused on the strategies of politeness strategies as a mitigation in giving directive acts in ST and the translation version 2006 and version 2015 that were translated by different people.

This study uses four different theories as a reference in data analysis. This research is based on speech acts theory proposed by Searle (1976) especially regarding the directive act that includes: commanding, request, inviting, forbidding, suggesting, etc. Furthermore, the concept of politeness related to face-saving between speaker and hearer in communication by Brown and Levinson (1987). Brown and Levinson (1987: 1) states that "... politeness, like formal diplomatic protocol ... that potential for aggression as it seeks to disarm it, and makes possible communication between potentially aggressive parties." This study focused on politeness strategies used to save face by a speaker when a character performs directive speech acts. Then theory of translation techniques proposed by Molina & Albir (2002) is used in categorizing translation techniques in translating politeness strategies of directive speech act. Lastly, in analyzing the impact translation techniques toward the quality of translation used Nababan, Nuraeni, & Sumardiono (2012) in measuring translation quality.

In general, politeness strategies can be regarded as a system to reduce face threatening act in communication. Politeness strategies used in all speech acts. Especially directive speech acts since they have high risk toward the addressees (hearer) since its illocution directive aims to hearer does any work for speakers (Searle, 1976; Leech, 1983: 164; Cutting 2008: 15). However, based on the research finding, it shows that each language has different politeness strategies.

This paper is part of dissertation with the focus on the shift of politeness strategies in the translation of literary works. It is limited to utterance which have directive illocutionary acts given by the characters in the novel.

Research methods

This descriptive-qualitative research uses Pragmatic approaches in analyzing translation. Data were all politeness markers used in directive acts by 4 political figures in the novel *Deception Point*. The characters are two men i.e. Zachary Herney (President) & Sedgewick Sexton (senator), then two women, i.e. Marjorie Tench (presidential senior advisor) and Gabrielle Ashe (senator advisor/ senator personal assistant). The sources of data were the novel *Deception Point* by Dan Brown published in 2001 and the two translation versions, they were *Deception Point (Titik Muslihat)* translated by Isma B. Koesalamwardi and Hendry M. Tanaja issued by PT Serambi Ilmu Semesta (Jakarta) in 2006. Then the second version *Deception Point* was translated by Ingrid Dwijani Nimpoena issued by PT Bentang Pustaka (Yogyakarta) in 2015. Techniques of collecting data and data analysis were done by using documents analysis as described by Spradley (1980). It includes three stages of analysis, namely: (1) domain analysis, (2) analysis of taxonomy, and (3) componential analysis. Translation techniques were categorized based on Molina & Albir (2002). The accuracy of the translation was assessed by the instruments proposed by Nababan, Nuraeni, and Sumardiono (2012).

Findings and Discussion

Based on data collection, it was obtained 69 directive acts given by the four speakers. The president gave more directive acts in form of commands, while the senator makes more

request as well as advisory characters (Marjorie and Gabrielle). The details can be seen in table 1 below:

Table 1 Comparison of directive acts by the four characters

Character	Comm	Req	Sugg	Admon	Prohi	permis	Invi	Adv	Total	%
Z. Herney	11	10	0	0	2	1	1	1	26	37.68
S. Sexton	2	9	3	0	2	0	1	3	20	28.99
M. Tench	0	7	1	0	0	0	0	1	9	13.04
Gabrielle	1	7	2	1	0	0	0	3	14	20.29
	14	33	6	1	4	1	2	8	69	100.00

Related to ZH's position as president, of course, it gives him more authority to give command and orders to his staffs, including to his adviser. Meanwhile, senators and other figures related to their positions and duties do not give a lot of command and orders to their subordinates. They give more request and suggestion to ask others to do something.

Furthermore, politeness strategies as the mitigation for those directive acts above can be seen in table 2 below. This table compares frequency of politeness strategies used by the four characters in each novel in mitigating the hearer's face in Source Text (ST) and both the translated version (Target Text 1 & Target Text 2).

Table 2 Distribution of Politeness strategies

Politeness Strategies	ST		TT 1		TT 2	
	2001		2006		2015	
Bald on Record	6	4.2	8	6.6	9	7.7
Redress: Positive	95	66.0	71	58.7	70	60.0
Redress: negative	34	23.6	34	28.1	30	26.0
Off Record	9	6.3	8	6.6	8	6.8
Number of Strategies	144	100.0	121	100.0	117	100.0

There are 144 politeness markers identified to mitigate the 69 directive acts in ST. For these directive acts, positive politeness strategies (66.0%) and negative strategies (23.6%) were the two dominant strategies used in the ST. Meanwhile in TT1 or the 2006 translation version, it reduces into 121 politeness markers used for mitigating the same directive acts, even in the 2015 translation version are identified only 117 of politeness markers. The numbers of politeness markers in target texts are decreased. Actually, based on its frequency distribution, the dominant strategies are relatively the same for all the texts above, positive politeness. However, the numbers of positive politeness markers are reduced so that the percentage of negative politeness increased into 28.1% in 2006 version. Meanwhile, in the 2015 translation version, the negative politeness becomes 26%. Interestingly, the number of bald on record strategies (without mitigation) on the 2006 novel and the novel of 2015 were increased into 6.6% and 7.7% respectively.

For a more detailed, the form of politeness strategies used by each character can be seen in the table 3 and 4 below.

Table 3 Politeness Strategy in ST (*Deception Point*, 2001)

Sex	Character	Politeness Strategy								Total	
		BO		PP		NP		OR			
		Num	%	Num	%	Num	%	Num	%	Num	%
Male	Z. Herney	3	2.1	29	20	17	12	0	0	49	34
	S. Sexton	0	0	36	25	8	5.6	2	1.4	46	31.9
Female	M. Tench	0	0	18	13	5	3.5	1	0.7	24	16.7
	Gabrielle	3	2.1	12	8.3	4	2.8	6	4.2	25	17.4
		6	4.2	95	66	34	24	9	6.3	144	100

Table 3 shows that all the characters in ST use more positive politeness. It suits with the strategy of politeness that are commonly used in English speaking country (see Brown & Levinson, 1987; Gunarwan, 2005). The table also shows that politeness strategies used by each character in the novel are relatively the same. The interesting thing is that in ST only two characters, President Zachari Herney (ZH) and senator's advisor Gabrielle Ashe (GA), who use the bald on record strategy in giving directive acts. It happens because the situational context that is demanding and supporting them to use bald on record strategy. Figures president is a person who has the authority (power) that allow him to use bald on record strategy in giving directive acts. Meanwhile, GA as a political advisor who has knowledge allows her to use directive act directly (bald on record) even to her boss.

The politeness strategies in ST then can be compared to politeness markers used in the translation versions 2006 (TT 1) and 2015 (TT2) below:

Table 4 Politeness Strategy in TT version 2006 and version 2015

Sex	character	TT1 (2006)										TT2 (2015)									
		Politeness Strategy								Total		Politeness Strategy								Total	
		BO		PP		NP		OR				BO		PP		NP		OR			
		No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
Male	Z. Herney	4	3	27	22	19	16	0	0	50	41	4	3	28	24	13	11	0	0	45	38
	S. Sexton	1	1	25	21	5	4	3	2	34	28	1	1	24	21	6	5	3	3	34	29
Female	M. Tench	0	0	8	7	5	4	1	1	14	12	0	0	8	7	5	4	1	1	14	12
	Gabrielle	3	2	11	9	5	4	4	3	23	19	4	3	10	9	6	5	4	3	24	21
		8	7	71	59	34	28	8	7	121	100	9	8	70	60	30	26	8	7	117	100

In ST (table 3), ZH uses bald on record strategy for only 3 times but in the TT, it increased to 4 times in both translations. Similarly, Senator Sexton in ST did not use the strategy bald on record, but in the translation versions appears 1 times. To see the impact of translation techniques to politeness strategies as shown in Table 4 will be discussed in the following examples.

The following datum is between Senator Sexton and his daughter Rachel Sexton at the restaurant.

Datum 1

ST: "Oh, let's not talk business." Sexton leaned across the table, lowering his voice. (19)

TT1: "Oh, jangan bicara soal pekerjaan." Sexton mencondongkan tubuhnya ke depan, dan merendahkan suaranya. (16)

TT2: "Oh, jangan bicara pekerjaan." Sexton mencondongkan tubuh ke meja, merendahkan suara. (18)

The situational context, Sexton took his daughter (-P) to have breakfast together at a restaurant. In both translation versions, the phrase "let's" as positive politeness marker (4) a group identity marker is reduced so that the translation becomes bald on record strategy. Preferably, the text above is translated into "Oh, mari kita tidak bicara soal pekerjaan" atau "Oh, sebaiknya kita tidak bicara pekerjaan".

Similarly, in the datum 13 below, the context was the first meeting between President Zachary Herney (ZH) and Rachel Sexton (RS) (-P), a government agent. ZH invites RS to get in Air Force One to discuss the task that he would give. ZH uses positive politeness strategy by promising a cup coffee with her name on it if she would follow him.

Datum 13

ST: "If you follow me," he said in a cheery voice, "I've got a cup of coffee with your name on it." (48)

TT1: "Jika kau mengikutiku," kata Presiden dengan suara riang, "akan kusiapkan secangkir kopi untukmu." (50)

TT2: "Silakan ikuti aku," kata Presiden ringan, "aku punya secangkir kopi untukmu." (55)

In TT1 of Datum 13, the first phrase as positive politeness strategy is translated by using established equivalent meanwhile in TT2, it was modulated into "Silakan ikuti aku" so that the strategy become bald on record by adding 'please' as a hedge to reduce imposition. Of course this politeness strategy changes the characterization of ZH in 2015 version although the message is delivered. In addition, in both translation versions, the phrase "with your name on it" was reduced because it does not change the message, but the uniqueness of an offer is changed.

In the following example, Gabrielle Ashe (GA) gave a suggestion to senator (+P). GA used hedging 'will want' to reduce rank of imposition of her suggestion and showing hearer's interest.

Datum 10

ST: ... We still don't know who the White House is sending as opposition. You'll want to peruse these notes I typed." She handed him a folder. [42]

TT1: ... Kita masih tidak tahu siapa yang akan dikirim Gedung Putih sebagai lawanmu. Kau mungkin mau mengikuti catatan yang kuketik ini." Lalu Gabrielle menyerahkan sebuah map. [43]

TT2: ... Kita masih belum tahu siapa yang dikirim oleh Gedung Putih sebagai lawan. Anda harus mempelajari catatan-catatan yang saya siapkan ini." Gadis itu menyerahkan sebuah map. [47]

In the TT1, it was translated by using established equivalent 'kau mungkin mau', meanwhile in the TT2, the suggestion was translated into a command by translating it into 'Anda harus' or 'you must'. Of course, it changes the politeness strategy and also its directive GA.

Another example was between Marjorie Tench (MT), president senior advisor and President (+P). MT gave a suggestion and asks for permission to replace the president in a television debate versus Senator Sexton.

Datum 29

ST: "I have a better idea," Tench said, her barren eyes finding his. "Let me take the spot myself." (85)

TT1: "Aku punya gagasan yang lebih baik," kata Tench. Sorot matanya yang dingin menatap Presiden. "Biarkan aku yang menghadapinya sendiri." [94]

TT2: "Saya punya gagasan yang lebih baik," kata Tench, mata dinginnya menatap mata Presiden. "Biar saya saja yang tampil." [103]

This datum was taken in the complications. Both translation of the message conveyed properly by using established equivalent techniques even though the word 'myself' was reduced in TT2. However, the use of translation of the subject 'Aku' and 'Saya' have different level of politeness and formality in Indonesian when it is used by subordinates to the boss. MT is a subordinate of the president. In Indonesian language, pronoun 'aku' is used in informal situations, for equal or lower hearer position, and close distance meanwhile 'Saya' is used in formal and higher hearer (see utama, 2015).

Conclusion

Based on the analysis it can be concluded that there is a shift in the translation of politeness strategies in directive act in the two translation versions of *Deception Point* caused by the choices of translation techniques. Both translation versions use positive politeness as the dominant politeness strategy. However, the 2015 version has less politeness markers. This condition may show the politeness strategies in Indonesia has been changed within 10 years. Since novel might also be the reflection of language use today or it will influence the language in the society.

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