A CASE STUDY OF PUBLIC SOCIAL ADVERTISEMENTS TRANSLATION: PRAGMATICS APPROACH

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ABSTRACT

Purpose: This research analyzed the translation of Covid-19 WHO Infographics through pragmatics. It aimed to figure out speech acts in Monroe’s Motivated Sequence in source text, translation techniques applied to render, and its impact on quality and shift of speech act.

Theoretical framework: Main theories employed in this research are speech act theory by Searle & Vandervekken (1985) and translation technique by Molina & Albir (2002).

Design/methodology/approach: This is qualitative descriptive research with a single embedded study case, collecting data purposively by applying the document analysis and FGD (Focus Group Discussion), and employing Spradley’s steps of data analysis about domain, taxonomy, componential, and cultural theme.

Findings: The research found some speech acts such as assertive, directive, and commissive spreading in each MMS. The successful translation is mostly caused by the application of equivalent established technique. Unsuccessful translation is caused by modulation technique because the translation cannot reach the equivalency of illocutionary effect, persuasive strategy, and mis-organizing persuasive text based on MMS. This research concluded that the translator’s decision in applying the translation techniques impacted on the shift of the speech acts which is in turn to influence the quality of translation especially on the accuracy. Therefore, it can be confirmed that the translation behaviour in term of translation techniques application and its impact on the quality of translation is the image of the translator’s competency.

Research, Practical & Social implications: Theoretically, this research showed that the translation skill can be supported by the understanding of pragmatics. Practically, this research can help the translators to improve their skill in translating.

Originality/value: This is original research which is conducted by taking some source text (English version) of infographics about Covid-19 campaigns and their translation (Indonesian version). The infographics is officially released by World Health Organization (WHO) from 2020 to 2022.

Keywords: Covid-19, Infographics, MMS, Persuasive, Speech Act, Translation, WHO.

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UM ESTUDO DE CASO DE TRADUÇÃO DE PROPAGANDA SOCIAL PÚBLICA: ABORDAGEM PRAGMÁTICA

RESUMO

Objetivo: Esta pesquisa analisou a tradução dos infográficos da OMS sobre a Covid-19 por meio da pragmática. O objetivo era descobrir os atos de fala na Sequência Motivada de Monroe no texto fonte, as técnicas de tradução aplicadas à renderização e seu impacto na qualidade e na mudança do ato de fala.

Referencial teórico: As principais teorias empregadas nesta pesquisa são a teoria dos atos de fala de Searle & Vanderveken (1985) e a técnica de tradução de Molina & Albir (2002).

Método: Trata-se de uma pesquisa qualitativa descritiva com um único estudo de caso incorporado, coletando dados propostalmente por meio da aplicação de análise documental e FGD (Discussão em Grupo Focal), e empregando as etapas de análise de dados de Spradley sobre domínio, taxonomia, componential e cultural tema.

Resultados e Discussão: A pesquisa encontrou alguns atos de fala como divulgação assertiva, diretiva e comissiva em cada MMS. O sucesso da tradução é causado principalmente pela aplicação de técnicas equivalentes estabelecidas. A tradução malsucedida é causada pela técnica de modulação porque a tradução não consegue atingir a equivalência de efeito ilocucionário, estratégia persuasiva e má organização do texto persuasivo baseado em MMS. Esta pesquisa concluiu que a decisão do tradutor em aplicar as técnicas de tradução impactou na mudança dos atos de fala que, por sua vez, influenciará a qualidade da tradução, especialmente na precisão. Portanto, pode-se confirmar que o comportamento da tradução em termos de aplicação das técnicas de tradução e o seu impacto na qualidade da tradução é a imagem da competência do tradutor.

Implicações de pesquisa, práticas e sociais: Teoricamente, esta pesquisa mostrou que a habilidade de tradução pode ser apoiada pela compreensão da pragmática. Na prática, esta pesquisa pode ajudar os tradutores a melhorar suas habilidades de tradução.


Palavras-chave: Covid-19, Infográficos, MMS, Persuasivo, Ato de Fala, Tradução, OMS.

UN ESTUDIO DE CASO DE TRADUCCIÓN DE ANUNCIOS SOCIALES PÚBLICOS: ENFOQUE PRAGMÁTICO

RESUMEN

Objetivo: Esta investigación analizó la traducción de las infografías de la OMS sobre Covid-19 a través de la pragmática. Su objetivo era descubrir los actos de habla en la secuencia motivada de Monroe en el texto fuente, las técnicas de traducción aplicadas para renderizar y su impacto en la calidad y el cambio del acto de habla.


Método: Esta es una investigación descriptiva cualitativa con un único caso de estudio integrado, que recopila datos intencionalmente mediante la aplicación del análisis de documentos y FGD (Focus Group Discussion), y emplea los pasos de análisis de datos de Spradley sobre dominio, taxonomía, componentes y cultura. tema.

Resultados y Discusión: La investigación encontró algunos actos de habla como la difusión asertiva, directiva y comisiva en cada MMS. El éxito de la traducción se debe principalmente a la aplicación de una técnica establecida equivalente. La traducción fallida se debe a la técnica de modulación porque la traducción no puede alcanzar la equivalencia de efecto ilocutivo, estrategia persuasiva y texto persuasivo mal organizado basado en MMS. Esta investigación concluyó que la decisión del traductor al aplicar las técnicas de traducción impactó en el cambio de los actos de habla, lo que a su vez influye en la calidad de la traducción, especialmente en la precisión. Por lo tanto, se puede confirmar que el comportamiento de traducción en términos de aplicación de técnicas de traducción y su impacto en la calidad de la traducción es la imagen de la competencia del traductor.
1 INTRODUCTION

One approach that can be offered is to strengthen the translation quality in translating public service advertisement texts is pragmatics. Pragmatic understanding is the ability to understand the social, cultural context and implications contained in language use, which includes implicit meaning, communicative goals and norms related to communication situations. (Searle, 1969). Therefore, understanding pragmatics in translation is important to capture the social and cultural nuances of the source text, as well as ensuring the message is conveyed appropriately and effectively in the target language.” (Hatim & Munday, 2004; Baker, 2018; Newmark, 1988) In addition, Chesterman (1997), emphasized that pragmatic meaning involves expressing meaning in a social, cultural and situational context that goes beyond the literal meaning of the words themselves.

Some researches about speech act in persuasive discourse has been conducted by some researchers. Taufik (2014); Alkibash (2016); Aziz & Othman (2020); Marie & Zibin (2020); Tahir & Al-Nawas (2021) attempted to reveal the meaning and illocutionary force of some persuasive utterance on perspective of pragmatics through speech act theory. Then, the translation analysis on persuasive utterance has been conducted by some researcher such as Valimohammndani (2013), Nida (2018), Wisudawanto & Al Haris (2019), Pamungkas (2020), Hutabararat (2020), and Ghobadi & Zahedian (2021). They have explored translation techniques, strategy, and method used by the translator in rendering the persuasive utterance and they also have assessed the quality of translation. However, they cannot show the standard of pragmatic equivalence in data analysis based on the insights of Nida (1964) and Baker (1992). This is caused by the pragmatics analysis on speech act analysis has not been applied yet by them. Therefore, the persuasive effect on the source text cannot be identified well. As stated by Nida
(1964) and Newmark (1988) analysis of the language function is so important to know how the
translation language style should be used. So, if the utterance used as the persuasive tool in
persuasive discourse such as the advertisement, political speech, and so on it will be rendered
in style of persuasion with same effect.

Besides, Al Farisi (2018), Wijaya et.al (2020) and Rois et.al (2020); attempted to
analyse the translation assertive speech act on persuasive discourse. Those researches have
explored how the speech acts were translated into target text. However, they have not explored
deeply on the pattern shown by the decision made by the translator through representation of
translation technique on the perspective of Molina & Albir (2002). In other words, they just
focus on macro level or global option made by the translator such method, and even the ideology
of translation without involving their impact on the translation including translation shifts. Then
the translation shift phenomena can also reveal how the equivalence especially pragmatic one
that has been prioritised by the translators. Aloojaha et.al (2018), Abualadas (2020), and Umida
(2021) have focused on the speech act shift in translation. But their research is only limited to
the pragmatics analysis without involving persuasion analysis behind the speech act.

This research aims to analyse how the translators render some social advertisements
(ads) related to Covid-19 prevention. These social advertisements were so popular used when
Covid-19 attacked the world since early 2020 until 2023. Indonesia, the fourth biggest
population in the world, also got big impact by Covid-19 that caused much problem on health,
ecooinomic, etc. One of strategies applied to prevent and handle Covid-19 by WHO Indonesia is
through social ads. To do it, WHO Indonesia released some translated social ads about Covid-
19. This research attempts to figure out how translation technique can cause the pragmatic
equivalence as previously stated on the beginning. The used translation technique can represent
the competency of the translators in rendering persuasive message and effect contained in the
social ads about Covid-19. And also previously stated, speech act analysis can help to reveal
either meaning or illocutionary force behind the persuasive utterance which is contained in the
source text. If the meaning and effect of source text are understood well, there will the standard
of pragmatic equivalence that should be achieved by the target text.
2 THEORITICAL FRAMEWORK

2.1 THE NATURE OF TRANSLATION

The translation is as a communication media; therefore, it must be able to convey the message contained in source language in order to be understood well by the target reader without misunderstanding. Nida (1964); and Nida & Taber (1982) stated that translating consists of 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. Then Kridalaksana (2008), Bell (1991), and Nida & Taber (1982) explained the nature of translation including the rendering of message/content from source language to target language either in spoken or written way, the equivalence of message between source language and target language as the main priority, and keeping the style of language not the structure of language. Newmark (1981: 7) also defined translation as a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language. The he added that translation is rendering the meaning of a text into another language in the way that the author intended the text (Newmark, 1981:7; 1988). Finally, Nida & Taber (1982:12) concluded six points about the nature and concept of translation such as reproducing the message, equivalent rather than identity, natural equivalent, the closet equivalence, the priority of meaning, and the significant of style. Based on the definition above, it can be concluded that translation is the activity of message transfer from source language to target language equivalently without addition or reduction.

This research also regards to vocative text translation. Newmark (1988:39) classified the function of language into three kinds. They are expressive, informative, and vocative function. Based on those classifications, this research tends to analyse the translation as the language function as the vocative one. Newmark (1988: 41) defined the term of vocative function as the device to enjoin or suggest the reader in order to act, to think, to feel, or react as the writer’s intention in the text. So, the translation also requires the equivalency of effect. Nida (1964) divided two kinds of equivalency namely formal correspondence and dynamic equivalence. Formal correspondence refers to the translation goal which prefers to the meaning equivalence that must be achieved in the translation. Meanwhile dynamic equivalence prefers to natural equivalence of the message on source language to the target language. Then, Nida (1964) explained more clearly that the dynamic equivalency refers to the equivalency of intended message to the target language by focusing on the resulted effect coming from the
translation. And Chen (2020) explored this insight by mentioning it also as the pragmatic equivalency. Related to this equivalency, Nababan (1997: 23-28) mentioned that there are eleven kinds of translation. One of them is communicative translation. This translation really focused on the translation as the communication device. The communicative translation pays more attention on message transfer so that the equivalency tends to be dynamic as what Nida (1964) said. So that the equivalency of speech act that really contains the cultural background of the language should be understood as the dynamic equivalence and need to translate communicatively in order to make the target text easy to understood.

2.2 TRANSLATION TECHNIQUE

Molina & Albir (2002: 509) define translation techniques as technical instructions for analyzing and classifying how translation equivalence takes place and can be applied to various lingual units, including words, phrases, clauses and sentences. Furthermore, the method according to Molina & Albir (2002: 507) tends to be a method used by the translator in the translation process in accordance with its objectives which involve the entire text. Thus, the translation method is a global justification or general assessment from an evaluator of the translation results regarding the entire text translated from the source language to the target language. So, the working system can be interpreted as that techniques work at the micro level while methods refer to the macro level.

Furthermore, translation techniques according to Molina & Albir (2002) have characteristics. Firstly, technique influences the translation results. Second, it is categorized by comparing the Source Language (TL) text with the Target Language (TL) text. Third, it influences the micro-order in the text. The four techniques are discursive and contextual. And finally, the technique is functional. Based on the characteristics above, translation analysis involving translation techniques requires existing translation products to be analyzed at the micro level. Furthermore, there are 18 types of translation techniques recommended by Molina & Albir (2002: 510-511), namely adaptation, amplification, borrowing, calque, compensation, description, discursive creation, established equivalent, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition and variation.
2.3 THE THEORY OF SPEECH ACT

Austin (1962) stated that speech act theory is concerning about “to say something is to do something”. This theory studied about locution, illocution, and perlocution. It aims to figure out not only the meaning but also the intention of speaker or writer to be responded by the hearer or reader. Specifically, Searle (1979), Leech (1983) and Wijana (1996) called locutionary act as the act of saying something, illocutionary act as the act of doing something, and perlocutionary act as the affecting someone. Furthermore Gunawan (1994) and Suparno (1994) also defined that locutionary act referring to the meaning of word and sentence according to lexical meaning and the meaning related to syntactics according to its syntactic system or sometimes called as explicit meaning. They also defined illocutionary act as the speech act that contains the implied meaning, and the perlocutionary act as referring to the effect resulted by both locutionary act and illocutionary act employed by the speaker. Through semantical analysis, Searle & Vanderveken (1985) classified the speech act and its sub types for some illocutionary English verbs to figure out their illocutionary force. This insight divided illocutionary English verb based on the primitive speech act namely assertive, expressive, directive, commissive, and declarative.

Searle & Vanderveken (1985) explain further and clearly the similarities and differences in the concept of meaning of each performative verb in each speech act. The performative verbs studied by Searle & Vanderveken (1985) are verbs originating from English. First, at least 32 performative verbs were found in assertive speech acts, namely assert, claim, affirm, state, disclaim, assure, argue, seize, inform, notify, remind, object, predict, report, retrodict, suggest, insist, conjecture, hypothesize, guess, swear, commit, admit, confess, accuse, blame, criticize, praise, complain, boast, and lament. All these performative verbs may have similarities and differences based on the analysis of the components that form their illocutionary power. Second, speech acts are found in directive speech acts are direct, request, ask, urge, tell, require, demand, command, order, forbid, prohibit, enjoin, permit, suggest, insist, warn, advise, recommend, beg, supplicate, entreat, beseech, implore, pray, beg, supplicate, entreat, beseech, implore, and pray. Third, performative verbs expressive as speech act are apologize, thank, condole, congratulate, complain, lament, protest, deplore, boast, compliment, praise, welcome dan greet. Fourth, performative verb categorized as commissive speech acts are commit, promise, threaten, vow, pledge, swear, accept, consent, refuse, offer, bid, assure, guarantee, warrant, contract, covenant, and bet. Lastly, performative verbs which are classified as declarative speech act are declare, resign, adjourn, appoint, nominate, approve, confirm,
disapprove, endorse, renounce, disclaim, denounce, repudiate, bless, curse, excommunicate, consecrate, christen, abbreviate, name, and call.

2.4 THE CONCEPT OF PERSUASION

Based on the general view about speech acts stated on the previous paragraph, it can be linked to persuasion. Persuasive communication experts, Miller (2015), Burgoon dkk. (1975) and O’Keefe (1997), linked the persuasion to Brem’s perspective of Phycological Reactance Theory (PRT) about the strategy for the efficient and successful persuasion. This perspective viewed that the strategy of persuasion is divided into two namely controlling and autonomy-supporting language. Autonomy-supporting language is the persuasive message that is presented implicitly, and the controlling language presents the persuasive message explicitly. Then PRT viewed that persuasive message in autonomy-supporting language tends to be accepted by the target of persuasion and the controlling language tends to be rejected by the target of persuasion. Miller (2015) expanded PRT based on the speech act theory of Searle (1975) about direct and indirect speech act. More clearly, he said that the way to express the autonomy-supporting language is what Searle (1975) mentioned as indirect speech act and the controlling language is the direct speech act. Through these insights, this research attempts to focus on the matter of persuasion language strategy based on the speech act theory.

Then, Perloff (2005) offered some insights about persuasion. Persuasion is the symbolic activity conducted consciously by someone to influence other people. It is emphasized on the transfer either verbally or non-verbally done by a person consciously and it intends to give influence, view, or to make attitude change on the hearer or reader. Related to persuasion as a process, Monroe (1943) offers some steps that can be employed as the persuasive device. It is called as Monroe’s Motivated Sequenced (MMS). MMS consists of five steps namely attention, need, satisfaction, visualization, and action. Attention is the step to get the attention from the target of persuasion. Need is the step to describe the problem and to position the target of persuasion in the problem in order to make them feel necessary to change. Satisfaction is the step to present and to offer a practical and also concise solution for solving the problem that has been described in need step. Visualization is the step to let the target of persuasion see the consequence either positive or negative for following or refusing the solution offered in satisfaction step. And action is the step to request the immediate action from the target of persuasion.
3 METHODOLOGY

This is qualitative descriptive research. The design is a single embedded study case. The location is media (Santosa, 2021) specifically on the website of www.who.int. The sources of data are documents and informant. The document is a set of selected infographics in form of Covid-19 social advertisements and the informant consists of three people covering as the raters and the translation experts. The data consist of the linguistic data in form of speech acts based on Searle & Vandervekken (1985) and translation data in form of translation techniques based on Molina & Albir (2002) and shifts in perspective of speech act, and the quality of translation by employing the model from Nababan et.al (2012). The data are collected purposively by applying the document analysis and FGD (Focus Group Discussion). To validate the data, they are triangulated through the data collection method and source of data. The data are analysed by employing Spradley’s (1980) steps of data analysis that consist of domain analysis, taxonomy analysis, componential analysis, and cultural theme analysis by simplification of Santosa’s matrix (2021).

4 RESULTS AND DISCUSSION

Based on the document analysis by employing speech act taxonomy based on Searle & Vandervekken (1985) and conducting FGD to analyse the translation technique by Molina & Albir (2002) and translation quality based on Nababan et.al (2002) in the persuasive steps of MMS, this research three major cases as follow.

4.1 SPEECH ACTS ON MONROE’S MOTIVATED SEQUENCED (MMS)

Through theory of speech act by Searle & Vandervekken (1987), this research found some speech acts realized in every persuasive step of MMS as shown in the following table.

Table 1
Speech Act Realization in MMS

<table>
<thead>
<tr>
<th>MMS</th>
<th>Persuasive Feature</th>
<th>Speech Act</th>
<th>Data</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attention</td>
<td>Curiosity Appeal</td>
<td>Assertive</td>
<td>28</td>
<td>6.78%</td>
</tr>
<tr>
<td></td>
<td>Directive</td>
<td></td>
<td>6</td>
<td>1.45%</td>
</tr>
<tr>
<td>Need</td>
<td>Reasoning Appeal</td>
<td>Assertive</td>
<td>33</td>
<td>7.99%</td>
</tr>
<tr>
<td></td>
<td>Sympathy &amp; Solidarity Appeal</td>
<td>Assertive</td>
<td>37</td>
<td>8.96%</td>
</tr>
<tr>
<td></td>
<td>Expressive</td>
<td></td>
<td>2</td>
<td>0.48%</td>
</tr>
</tbody>
</table>
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<table>
<thead>
<tr>
<th>Vigilant Appeal</th>
<th>Assertive</th>
<th>26</th>
<th>6.30%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Directive</td>
<td>8</td>
<td></td>
<td>1.94%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Praising Appeal</th>
<th>Assertive</th>
<th>19</th>
<th>4.60%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expressive</td>
<td>1</td>
<td></td>
<td>0.24%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Attacking Appeal</th>
<th>Assertive</th>
<th>10</th>
<th>2.42%</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Satisfaction</th>
<th>Inclusive Appeal</th>
<th>Directive</th>
<th>33</th>
<th>7.99%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive Appeal</td>
<td>Directive</td>
<td>95</td>
<td></td>
<td>23.00%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Visualization</th>
<th>Reward Appeal</th>
<th>Commisive</th>
<th>41</th>
<th>9.93%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fear Appeal</td>
<td>Commisive</td>
<td>19</td>
<td></td>
<td>4.60%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Action</th>
<th>Exclusive Appeal</th>
<th>Directive</th>
<th>36</th>
<th>8.72%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inclusive Appeal</td>
<td>Directive</td>
<td>19</td>
<td></td>
<td>4.60%</td>
</tr>
</tbody>
</table>

| Total            | 413              | 100%      |

Tabel 1 above shows that persuasive strategy by employing Monroe’s Motivated Sequence (MMS) in eight text of Covid-19 social ads by WHO is realized by three kinds of speech acts namely assertive, directive, and commissive. Besides the most speech act realized as MMS is assertive located in three steps of MMS including attention, need, and action. Then the following speech act is directive speech which is employed on attention, satisfaction, and action. And the last speech act is commissive which is only employed on visualization.

Furthermore, based on the theory of Speech Act by Searle and Vandervekken (1985) each speech has their own sub-type. Assertive speech act has some sub types including inform on Attention step; claim, warn, assure, and deny on Need step; and only affirm on Action step. Then directive speech act having sub types includes ask and advise on attention step; recommend, advise, request, and prohibit on satisfaction step; invite, advise, and recommend on action step. And the last commissive speech act consists of reward and threat which are employed on visualization step.

Here will be revealed how the speech acts are employed to reach the persuasive effect as the social ads especially on Covid-19 ads. The first step based on the insight of MMS is attention. The following example is one of speech act employed to make the text of Covid-19 text interesting to read by the target of persuasion.

4.1.1 Example 1: ST/WSM/01-01

**ST** : Feeling stressed?

Data above is the speech of directive which aimed to attract the target of persuasion. Specifically, it is one of ‘asking’ speech act of directive. It aims to make the reader give the answer. In the case of persuasive, it is known as the rhetorical strategy. It means the writer of the ads does not need the reader to give answer, but only to make the mystery. The mystery can make the target of reader curious about the topic of ads and they will decide to spend their time reading.
to read it. Besides, the directive speech act ‘ask’ on example 1 also functions to introduce the topic of the ads. As known before since early 2020 until the end of 2022, pandemics of Covid-19 made all people in the world stressed, depressed, and so on. The writer of Covid-19 social ads above tried to give some persuasion for recovering the stress during pandemics.
4.1.2 Example 2: ST/WSM/01-02

ST : You are not alone.

The datum on example 2 is the assertive speech act of ‘claim’ on the step of need. As stated by Monroe, the step of need is aimed to make the people who are persuaded feel that they are really necessary to change their habit, think, value, and so on. To do this, the writer of the social ads needs to employ the reason either logically or emotionally. Example 2 showed that the writer of Covid-19 social ads tried to claim their target of persuasion that feeling stressed is not only experienced by the target of persuasion, however it also attacks many people. Through this speech act the writer intended to establish the confident of the target of persuasion to start thinking about the change. This speech act of is employed emotionally in order to the target persuasion accept the main point that will be stated clearly on the next step of MMS. The main point of assertive speech act above is that pandemics Covid-19 made many people become stressful but in the name of unity all people can struggle together to fight it.

After being positioned as the one who really needs to change, the target of persuasion will be give a clear solution on satisfaction step. The following example is one of speech acts employed on satisfaction step.

4.1.3 Example 3: ST/WSM/01-03

ST : Try to find the motivation to do the activities you enjoy.

The datum in example 3 above is directive speech act of advice. It is employed on satisfaction step. This step aims to give clear solution for the target of persuasion after they have been positioned on the need step. Based on the example 3, the writer tried to advise the target of persuasion to do exact thing called as ‘finding motivation’. This solution only involves the target of persuasion to do it. In other word, the writer positioned him as the capable one who can handle the psychological problem. So that the target of persuasion should follow the advice.

After the target of persuasion has been given a solution as stated on satisfaction level, the writer of Covid-19 social ads will give consequences on visualization step. In other words, the writer of Covid-19 social ads will show either positive impact or negative impact if they do/do not follow what has been required or advised on satisfaction step. Look at the example below.
4.1.4 Example 4: ST/WSM/01-04

ST : Practical skills can help you cope with stress.

Example 4 above showed that the writer of Covid-19 social ads had visualize the consequence through commissive speech act. Commissive speech act refers to something that will happen in future under the commitment of the speaker or writer. The commissive speech act on example for above is rewarding. It means that the writer of Covid-19 is commitment to his commissive speech act that if the target of persuasion follows the advice stated on satisfaction level, they will be able to recover from the stress or depression caused by Covid-19 pandemics.

Finally, the writer of Covid-19 social ads concludes their message by presenting his main point of persuasion. It is called as action step. The following datum will show the example of speech act which is employed on action step.

4.1.5 Example 5: ST/WSM/01-01


The datum on example 5 is directive speech act. Specifically, it is a kind ‘request’ speech act. As the main point of Covid-19 ads about coping the stress during pandemics, the writer of the social ads requested target of persuasion to visit his online homepage. Based on Searle & Vandervekke (1985), the speech act of request allows the hearer to refuse it. So that it is suitable as the insight of persuasion revealed by Perloff (2005). Through his insight, he claimed that persuasion is the act of affecting someone in term of free choice.

The findings as shown above have been also revealed by some researchers such as Taufik (2014); Alkirbash (2016); Aziz & Othman (2020); Marie & Zibin (2020); Tahir & Al-Nawas (2021). However, they only applied the theory speech acts in persuasive discourse including political campaign, political speech, religious text, and commercial advertisement. This research also employed the persuasive device through Monroe’s Motivated Sequence (MMS). By involving this insight, it can be found that phenomena and tendency of speech act is also influenced by the steps of persuasion.
4.2 TRANSLATION TECHNIQUE OF SPEECH ACT IN MMS

Based on the comparison between source text and target text of speech act employed on MMS in eight Covid-19 social ads, there are 16 translation techniques applied in translating speech act as persuasive device on MMS. All found translation techniques are displayed in table 2 below.

Table 2

<table>
<thead>
<tr>
<th>Translation Techniques</th>
<th>Generic Structure and MMS</th>
<th>Frequency</th>
<th>Percentages</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Intro Attentıon</td>
<td>Body Need</td>
<td>Satisf actıon</td>
</tr>
<tr>
<td>1 Established equivalent</td>
<td>235 646</td>
<td>694 335</td>
<td>203 2113</td>
</tr>
<tr>
<td>2 Explicitation</td>
<td>16 71</td>
<td>46 22</td>
<td>9 164</td>
</tr>
<tr>
<td>3 Paraphrase</td>
<td>3 46</td>
<td>50 18</td>
<td>5 122</td>
</tr>
<tr>
<td>4 Modulation</td>
<td>12 25</td>
<td>24 14</td>
<td>2 77</td>
</tr>
<tr>
<td>5 Implicitation</td>
<td>11 16</td>
<td>28 13</td>
<td>8 76</td>
</tr>
<tr>
<td>6 Variation</td>
<td>6 10</td>
<td>23 8</td>
<td>2 49</td>
</tr>
<tr>
<td>7 Pure Borrowing</td>
<td>10 21</td>
<td>3 6</td>
<td>4 44</td>
</tr>
<tr>
<td>8 Compensation</td>
<td>1 13</td>
<td>8 4</td>
<td>5 31</td>
</tr>
<tr>
<td>9 Transposition</td>
<td>3 10</td>
<td>7 -</td>
<td>1 21</td>
</tr>
<tr>
<td>10 Discursive Creation</td>
<td>2 4</td>
<td>6 1</td>
<td>1 14</td>
</tr>
<tr>
<td>11 Adition</td>
<td>- 2</td>
<td>7 -</td>
<td>1 10</td>
</tr>
<tr>
<td>12 Reduction</td>
<td>- 2</td>
<td>2 -</td>
<td>3 7</td>
</tr>
<tr>
<td>13 Particularization</td>
<td>3 -</td>
<td>1 -</td>
<td>- 4</td>
</tr>
<tr>
<td>14 Generalization</td>
<td>- -</td>
<td>3 -</td>
<td>- 3</td>
</tr>
<tr>
<td>15 Linguistic Amplification</td>
<td>- 1</td>
<td>- -</td>
<td>- 1</td>
</tr>
<tr>
<td>16 Description</td>
<td>- -</td>
<td>1 -</td>
<td>- 1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>304 867</strong></td>
<td><strong>903 421</strong></td>
<td><strong>244 2737</strong></td>
</tr>
</tbody>
</table>

Table 2 above shows that the translator tends to apply established equivalent in translating speech acts on all persuasive step of MMS. It means that the translator successfully rendered especially in word level to the target text. The techniques of translation which tend to gain in translated version of speech act includes explicitation, paraphrase, and addition. These three techniques of translation are applied to render the speech act located in need step, satisfaction step, and visualization step. Contrary the translation techniques which are used to loss in target text are implicitation and compensation. Implicitation technique is applied on need step and visualization. Meanwhile compensation is applied on need and satisfaction step. Then the translation techniques tend to adapt the grammatical system and style in target text including modulation, transposition, and compensation. And the technique of translation which tend to...
apply in word for word translation including variation, pure borrowing, discursive creation, and particularization.

The following examples showed how the translator apply the translation technique to translate the speech acts based on the persuasive step of MMS. Example 6 below displayed the translations technique that had been applied by the translator in translating directive speech act of asking in attention step.

4.2.1 Example 6: ST/WSM/01-01-TT/WSM/01-01

ST : Feeling stressed?
TT : Sedang stres?

The datum 6 above is translated on the word level. Therefore, the translation unit includes “feeling” and “stressed”. Then the word “feeling” is translated into “sedang” through implicitation technique and established equivalent technique. Actually, if the translator faithfully translated the speech act above, it would be “sedang merasa stress”. However, the translator thought that the translated version should be in short form because of advertisement language. So that the word “merasa” can be implicitly stated. Finally, the translated version still become a good speech act which is employed to catch the attention of persuasion target in target text.

Next, the following example showed how translator rendering the speech act of assertive namely claiming speech act in persuasive step of need.

4.2.2 Example 7: ST/WSM/01-02-TT/WSM/01-02

ST : You are not alone.
TT : Anda tidak sendirian.

The example 7 above is also literally translated or doing in word level translation through paraphrase and variation. The technique of variation is applied when the translator translated the word ‘you” into ‘Anda’. In target text, the word “you” has some equivalents namely “kamu”, “kau”, dan “Anda”. “Kamu” and “kau” are used in informal communication in target language culture. Meanwhile “Anda” is used in formal or more polite way. So that the translator preferred to choosing “Anda” as the translation. It is caused by Covid-19 social ads released by WHO as the formal institution. Besides the translation of speech act also showed the application of paraphrase technique. This technique is applied to give more explanation or
re-statement in order to make the translation more acceptable in target text grammatical system. Paraphrase technique is applied to translate “not alone” into “tidak sendirian”. If the translator did the literal translation on “not alone”, it would be “tidak sendiri”. However, “tidak sendiri” cannot approach the naturalness aspect in target language. Therefore, the translator is better to translate it through paraphrase technique. Because the translation will be more natural in target text.

Then, the following example showed how the translator translated the directive speech act of adv on satisfaction step.

4.2.3 Example 8: ST/WSM/01-03-TT/WSM/01-03

ST : Try to find the motivation to do the activities you enjoy.
TT : Berusahalah mencari motivasi untuk melakukan aktivitas yang Anda sukai.

The example 8 above showed that the translator applied various techniques in translating the speech act of advice. The most dominantly applied technique is still established equivalent with 6 times of frequency. It is used to translate “try” into “berusaha”, “find” into “mencari”, “motivation” into “motivasi”, “to” into “untuk” “do” into “mencari”, and “activity” into “aktivitas”. All translations are equivalently established in target text. Then to make the translation more natural in target text, the translator applied addition technique on the word “try” by adding particle of “-lah”. “Lah” is employed by binding it to the verb in order to make the advice more persuasive and polite in target text. Besides, the modulation technique is also applied to translate the word “enjoy” into “sukai”. And the last translation technique which is applied is variation. It is applied to translate the word “you” into “Anda”. This technique is employed to keep the formal style of addressing in target language. As stated previously, Covid-19 social ads are released officially by WHO.

After given by the clear solution to solve the problem, the target of persuasion will be shown the impact or consequence of the offered solution in satisfaction step. Here is the example of commissive speech act employed in visualization step.

4.2.4 Example 9: ST/WSM/01-04-TT/WSM/01-04

ST : Practical skills can help you cope with stress.
TT : Keterampilan praktis dapat membantu Anda mengatasi stres.
The datum in the example 9 showed that the translator applied the established equivalent and variation. The established equivalent technique is applied 5 times. It is applied to translate “practical skills” into “keterampilan praktis”, “can” into “dapat”, “help” into “membantu”, “cope with” into “mengatasi”, and “stress” into “stres”. All five translations are commonly and naturally applied in target text term. The translations of the word or phrase on the example 9 above especially “practical skills” and “stress” are not only accepted in medical or psychological discipline, but also spoken by common people in daily life. And variation technique is applied to translate “you” into “Anda”. Variation technique is still employed to keep the formal style of language in target text.

After employing 4 steps including attention, need, satisfaction, and visualization, the writer will also re-state the conclusion of their persuasive message through action step. To translate the speech act located in action step, the translator must focus on how to keep the message and the form by applying the suitable translation technique. The following example displayed how the translator translate it through the decision in choosing some translation technique.

4.2.5 Example 10: ST/WSM/01-05-TT/WSM/01-05

<table>
<thead>
<tr>
<th>ST</th>
<th>TT</th>
</tr>
</thead>
</table>

The datum in example 10 above showed that the translator applied some translation techniques on directive speech act of recommending in action step. They are established equivalent, paraphrase, and pure borrowing. The established equivalent is applied two times in translating “find” into “temukan” and “at” into “di”. This translation is contextually accepted in target text. If the translation did it through literal translation it would be “menemukan”. However, the word of “menemukan” cannot be implemented as the directive speech act in target language. Then paraphrase technique is applied to translate the phrase “our guide” into “pedoman WHO mengenai manajemen stress”. This paraphrase is aimed to give clearer and explanation of the meaning contained in source word. And pure borrowing is applied to translate the website address of “https://bit.ly/WHOStressManagement”. It must be done, because the website address cannot be changed in other form. If the translator translated it into other forms, it would distort the message.
The findings added more understanding about persuasive text translation. Valimohammadi (2013), Nida (2018), Wisudawanto & Al Haris (2019), Pamungkas (2020), Hutabarat (2020), and Ghobadi & Zahedian (2021) actually have discussed about the translation in general view in persuasive text such as political speech, advertisement, and so on. However, they have not conducted the translation of persuasive utterance or sentence through pragmatics theory. They just focus on how the translator translate the text based on the perspective of meaning in formal way without involving the study of speech act. So that the equivalency of translation on their research is only viewed from semantical approach. This research found that the analysis of speech act in persuasive text can be also employed to make new insight about pragmatic equivalency.

4.3 TRANSLATION QUALITY OF SPEECH ACT IN MMS

By involving the raters who are the experts in translation and employing the model of translation assessment by Nababan et.al (2012). The model of translation assessment by Nababan et.al (2012) specifically focused on three aspect including accuracy, acceptability, and readability. Accuracy is how the message and meaning that can be transferred to the target text equivalently. Acceptability is about how the translation can be accepted in the perspective of grammatical structure, norm, culture, and so on in target text. And readability is about how the translation including word, phrase, or clause, even the speech act here can be understood by the target text reader.

| Table 3 | Translation Quality of Speech Act in MMS |

<table>
<thead>
<tr>
<th>No</th>
<th>Category</th>
<th>Quality Aspect</th>
<th>Data</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Accuracy</td>
<td>Accurate</td>
<td>378</td>
<td>91,53%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Less Accurate</td>
<td>33</td>
<td>7,99%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Inaccurate</td>
<td>2</td>
<td>0,48%</td>
</tr>
<tr>
<td>2</td>
<td>Acceptability</td>
<td>Acceptable</td>
<td>410</td>
<td>99,27%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Less Acceptable</td>
<td>3</td>
<td>0,73%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Not Acceptable</td>
<td>0</td>
<td>0,00%</td>
</tr>
<tr>
<td>3</td>
<td>Readability</td>
<td>High</td>
<td>410</td>
<td>99,27%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Average</td>
<td>3</td>
<td>0,73%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Low</td>
<td>0</td>
<td>0,00%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td>413</td>
<td>100%</td>
</tr>
</tbody>
</table>

Based on the table 5 above, the research found that generally the translation quality is dominantly good, but there are some cases that result in the bad translation. The optimal
translation quality is caused by twelve translation techniques (see table except modulation technique in some data. The main factor causing bad translation is the accuracy aspect. Regarding to this research, the accuracy is not about formal equivalency but also dynamic equivalence by involving perspective of pragmatics. The bad translation is influenced by the failure to achieve the equivalency of illocutionary effect in target text. This failure is the consequence of modulation technique which impacted on the shift of speech act as discussed previously.

5 CONCLUSION

The speech acts found in the MMS step are assertive, directive, and commissive. In attention step assertive speech act is commonly employed as informing act to make curiosity. Besides assertive speech act is dominantly found in need step for assuring, claiming, warning, and denying. Meanwhile in action step, assertive is indirect speech act whose locutionary act is an affirming speech act, but having illocutionary force as calling for the persuasion target’s action. Then, directive speech act is employed in satisfaction for recommending, advising, requesting, and prohibiting. Besides directive speech act is also found in action step for inviting, advising, and recommending. And commissive speech act is found in visualization step for rewarding and threatening as the strategy to display the consequence for accepting or refusing the clear solution offered in satisfaction step. The translation techniques dominantly applied by the translator is established equivalent. Besides, it is supported by other techniques such as modulation, paraphrase, implicitation, explicitation, variation, pure borrowing, creation discursive, particularization, compensation, transposition and addition. All techniques applied in translating speech act in MMS is good, except modulation technique in some cases. In other words, from twelve translation techniques, modulation is only technique which impacted on the shift of speech act that downgraded the translation quality. The shift downgraded the translation quality based on three perspectives. First, the speech act is not equivalently translated namely ST assertive speech act to TT directive speech act. Second, the message is implicitly employed in ST into explicitly employed in TT. This shifted the refusal allowance in ST into enforcement in TT. Third, the speech act shift caused the MMS text organization in TT is not similar to ST. Actually, assertive speech act in ST is employed to make a stance of persuasion in need step, but comes into satisfaction or action step because of the shift. This research concluded that the translator’s decision in applying the translation techniques impacted on the shift of the speech acts which is in turn to influence the quality of translation especially on the accuracy. Therefore,
it can be confirmed that the translation behaviour in term of translation techniques application and its impact on the quality of translation is the image of the translator’s competency.

REFERENCES


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