

## TRANSLATION MODEL FOR POLITENESS MARKERS OF COMMAND IN LITERARY WORKS

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### Abstract

Translation model is a relatively new topic in the translation studies. Mostly, translation studies focus on descriptive analysis of translation product or process. However, prescriptive studies can also be done as the way to achieve good translation quality. One of the aspects in the quality of literary translation is shown by the politeness markers used by the characters in literary works. The authors will use certain politeness markers to develop the characterization or the image of the character through their utterances, especially commands as these speeches may threaten the face of the hearers or their own face. The way translators translate these politeness markers in the translation product will directly influence the portrait of the characters. Hence, this article aims at proposing the translation model for politeness marker of command in the translation of literary works. Data were collected by comparing two translation versions made in different years. After comparing the translation techniques implemented, the technique that produce high quality of translations are recommend. The research result shows that established equivalence is recommended to be used for various politeness markers (bald on record, positive, negative, and off record), meanwhile transposition and modulation should be used carefully or avoid, reduction and addition technique should be avoided in translating politeness markers as they can change the politeness strategies. This model can be used in translating politeness markers to preserve the character's image.

**Keywords** - *Translation model, prescriptive studies, politeness marker, characterization, command*

### Introduction

Some comparative studies have reported that different cultures uses different politeness strategies, such as the Australia-China (Chang, 2008), bilingual speakers of English-Spanish (Fuertes-Olivera & Nielsen, 2008). Those indicate that each culture has difference politeness formula; even bilingual speakers will use different politeness strategies as they have understood the culture of both languages (Prachanant, 2016). 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 prefer positive politeness (Gunarwan, 2007).

All languages have politeness strategies, but the politeness strategies found in one language are often different from other languages (House, 2013; Hsieh, 2009; Stranovská, Munková, Fráterová, & Ďuračková, 2013). The used of politeness strategy in certain utterance is indicated by the used o politeness marker (Tajeddin & Pezeshki, 2014). This might be a problem for translators in translating politeness markers from a language to another. Translators should choose whether maintain politeness strategies from the source language or choose other politeness strategies in the target language. Of course, the translation technique chosen is a form of norms followed by the translator.

Command, for example, may cause face-threatening to the speaker or hearer (Cutting, 2008; Leech, 2014; Searle, 1999). For this reason, politeness markers may apply for mitigation

the *Face Threatening Act* (FTA). The choice of politeness strategy will be seen as politeness markers. The choice of politeness markers will be based on the social context such as the position and situation of the speaker and addressee, such as power and distance between persons, the power of imposition (Ardi, Nababan, Djatmika, & Santosa, 2018), but this has not received much attention.

So far, translation studies related to politeness strategies have been carried out by several researchers, such as, politeness in business letters (Blenkinsopp & Pajouh, 2010; Fuertes-Olivera & Nielsen, 2008; Li & Zhang, 2011), health texts (Hanrahan et al., 2015), video games (Touiserkani, 2015). However, these studies are mostly descriptive studies. Moreover, the previous studies did not reveal how the translation of politeness markers should be done to maintain the quality of translation.

Studies on the translation of politeness strategies in speech in literary works were carried out (Ardi et al., 2018; Pratama, 2014; Umalee, 2013). However, these studies are limited to certain politeness strategies. Furthermore, there are also several translation studies that focus on speech acts (Rad & Razmjou, 2013), expressive speech (Saule & Aisulu, 2014), and a series of rejections (Rusjayanti, 2015) but these studies are not related to politeness.

Moreover, preliminary research that has been carried out has found a shift in politeness and changes in speech due to the application of translation techniques (Ardi, 2016; Ardi et al., 2018) but there has been no prescriptive study of how the translation of politeness markers should be. The translation technique refers to the realization of the strategy chosen by the translator which can be seen in the translation product when compared to the source text (Molina & Albir, 2002). This research is to develop a politeness translation prototype in directive speech in literary works in order to maintain the characterization of the characters. This research begins with the identification of translation techniques and factors that influence quality, then develops a model with a sociopragmatic approach in observing aspects that affect speech politeness according to the context.

### **Review of Related Literature**

Characterization in literary works is the way or method of depicting the characters' characters contained in a work of fiction (Minderop, 2005, p. 2). Character painting can be done directly or indirectly. Directly by providing a description of the characters in the narrative by using adjectives in the story, while the indirect way of depiction is through appearance and speech. Furthermore, the indirect depiction of characters can be done in several ways, namely: (1) naming, (2) conversation techniques, (3) character thinking techniques, (4) techniques *stream of consciousness*, (5) painting techniques. the character's feelings, (6) the character's actions, (7) the character's attitude technique, (8) the views of a person/other character, (9) physical depiction, (10) background depiction (Sayuti, 2000, pp. 90–111).

In literary works, the speech of a character is also used as an element of *character traits* built in stories or novels (Ackerman & Puglisi, 2013; Downes, 1989). Changes in politeness markers will certainly affect the reader's description of the characters in the target text, while Indonesian and English might have different politeness strategies and culture. Therefore, a translation model is needed to overcome potential problems in translating politeness markers in literary works.

The term model is often used in various scientific studies, including in translation theory. Prototypes and models have a close relationship with theory. Theory is an explanation of a phenomenon or perception of a system with the order in which something is observed (Herman in Baker & Saldanha, 2009, p. 178; Bell, 1991, pp. 24–25). Bell further explained that theory cannot be manifested because it is an idea that is unique to each individual. Meanwhile,

a model is an external representation or realization of a theory (Bell, 1991, p. 25). This means that the model will appear in the form of objects that can be seen such as a diagram, formula or a text that embodies a theory (Herman in Baker & Saldanha, 2009, p. 178; Bell, 1991, pp. 24–25).

Furthermore, Bell (1991, p. 25) explains that a model must fulfill several characteristics in order to be useful, they are: (1) The model must truly represent the theory. It means explaining a phenomenon or what should happen; (2) The model must highlight the significant characteristics of a phenomenon described by a theory. That is, the model can describe things that are much more complex than the actual conditions; (3) The model must have a heuristic function so that it is easier to understand the theory it explains.

Meanwhile, Hermans (in Baker & Saldanha, 2009, p. 179) explains that relevant model is seen as four different things: (1) the use of theoretical models as a tool in translation studies, (2) the use of diagrammatic models or analogues that represent several aspects of translation, (3) the description of the translation process (translating) as a model of activity, and (4) the relationship between the model and norms. This means that these four things can be understood as models in translation studies. Based on the explanation above, this research is expected to be able to provide an overview of how the translation model of politeness strategies in directive speech from English to Indonesian can produce quality translations.

This study aims to design a prototype (prototype) of a politeness marker translation technique that can be a reference for translators in maintaining the characterization of characters in literary works. This research is part of a dissertation research on developing a translation model of politeness strategies in directive speech in literary works. This study adopted the stages contained in research and development (Gall, Gall, & Borg, 2003; Sugiyono, 2016). In its implementation, it is simplified to suit the need to design a translation prototype for directive speech politeness strategy markers in order to obtain good translation quality.

## Method

This descriptive-qualitative research used Pragmatic approaches in analyzing translation. Data were all politeness markers used in command by seven main characters in the novel *Deception Point*. The characters are four men i.e. Michael Tolland (the scientist), Zachary Herney (President), Sedgewick Sexton (senator), and William Pickering (Director of NRO), then three women, i.e. Rachel Sexton (NRO Agent), 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 (Brown, 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) (Brown, 2006). Then the second version *Deception Point* was translated by Ingrid Dwijani Nimpoena issued by PT Bentang Pustaka (Yogyakarta) (Brown, 2015). Techniques of collecting data and data analysis were done by using documents analysis (Santosa, 2014). 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 (Nababan, Nuraeni, & Sumardiono, 2012).

In this study, three main stages were applied according to the model proposed by Gall, Gall, & Borg (2003), namely: (1) preliminary research stage, (2) development stage, and (3) evaluation stage. The preliminary research stage was carried out in 2017 which focused on identifying politeness marker translation techniques and their impact on the quality of translation in the novel *Deception Point* and its 2006 and 2015 versions.

*Focus Group Discussion* (FGD) involves translation experts and literary studies experts. The FGD focused on gathering expert opinions on the prototype of the translation of the politeness strategy markers that were designed. FGDs were carried out as needed to improve the prototype design that was made.

## Result and Discussion

Based on data collection, it was obtained 80 command used by the seven characters as the speakers. The president gave more directive acts in form of commands, followed by Marjorie Tench and Rachel Sexton and Michael Tolland. The details can be seen in table 1.

Table 1. Politeness strategies of command in ST

Speaker	Command		Politeness Strategies				
	Freq	%	BOR	P	N	OR	
GA	8	10,0	6	2	-	-	
MjT	16	20,0	8	4	10	2	
RS	11	13,8	6	5	2	1	
SS	8	10,0	1	5	7	-	
MT	10	12,5	8	-	2	-	
WP	9	11,3	5	2	3	-	
ZH	18	22,5	4	10	9	-	
Total	80		38	28	33	3	
Percentage		100	37.3	27.5	32.4	2.9	

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. There are 38 of bald on record politeness markers, 28 positive politeness, 33 negative politeness, and 3 off records politeness markers are identified to mitigate the 80 commands in ST. For this commands, bald on record politeness strategies is mostly used by the characters (37.3%) and negative strategies (32.4%) were the two dominant strategies used in the ST.

Command according to Leech (2014) have several criteria. Among other things: (1) The speaker wants the speech partner to do something for the speaker's benefit, (2) The speech partner is able to do what the speaker wants, (3) The speaker often has authority but not always (Leech, 2014, p. 62), (4) The speech partner has no choice (Leech, 2014, p. 135). Based on these criteria, 80 command illocutionary utterances were found with various politeness strategies spoken in the context of different social distance (P & D) and speech assignment (R) ratings. To find a technique that contributes positively to the translation of politeness markers of command speech, it is carried out based on a componential analysis by relating the domain of social context, types of politeness strategies, translation techniques and their impact on quality. The componential analysis of command speech is shown in Table 2 and Table 3 below (Ardi et al., 2018).

Table 2. The relation of context, politeness strategy, translation techniques and quality in TT1

Context	PS	Fre	Accurate										Less Accurate					Less Acceptable		Score of	
			EE	Var	Exp	PB	Add	Lit	Mod	Imp	Red	DC	Add	Mod	CD	Imp	Red	DC	Lit	Accu	Acce
P	D	R																			

0 0 1 BOR	20	41	6	4	2	1	5	5	2	1	4	5	-	-	1	-	4	5	2.8	2.7
0 0 2 BOR	1	2	1	-	1	-	1	1	-	-	1	-	-	-	-	-	1	1	3.0	2.0
0 1 1 BOR	6	6	-	-	2	-	1	-	1	1	-	4	-	-	-	-	1	-	2.5	2.8
0 1 2 BOR	2	5	-	1	-	-	-	-	1	-	-	-	-	-	-	-	-	-	3.0	3.0
1 1 1 BOR	2	2	-	-	1	-	-	-	1	-	-	-	-	-	-	-	-	-	3.0	3.0
1 1 2 BOR	2	3	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.0	3.0
1 2 2 BOR	1	2	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	-	3.0	3.0
2 1 1 BOR	2	4	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	2.5	3.0
2 2 1 BOR	1	2	-	1	-	-	2	-	-	-	-	1	-	-	-	-	2	-	2.0	2.0
0 0 1 P	4	17	4	1	-	1	2	1	-	-	-	1	-	1	-	1	-	2	2.3	2.5
0 0 2 P	4	8	2	1	3	1	1	2	-	-	-	1	-	-	-	-	1	-	2.8	2.8
0 1 1 P	4	15	1	-	1	-	-	1	-	-	-	1	-	-	-	-	-	-	2.8	2.8
0 1 2 P	2	6	-	1	1	-	-	-	-	1	-	1	-	-	-	-	-	-	2.5	3.0
1 1 2 P	2	10	-	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.0	3.0
0 0 1 N	11	40	6	6	-	-	7	1	3	-	-	1	-	-	-	-	7	-	2.9	2.5
0 0 2 N	2	14	1	-	1	-	1	-	-	1	-	1	-	-	-	-	1	-	2.5	2.5
0 1 1 N	4	6	-	-	-	-	3	2	-	-	-	2	-	-	-	1	-	3	2.3	2.5
0 1 2 N	1	3	1	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	2.0	3.0
1 1 1 N	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.0	3.0
0 1 2 N-O	1	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.0	3.0
0 2 1 N-O	1	4	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.0	3.0
0 0 1 P-N	2	7	-	1	-	-	-	-	-	-	-	-	-	-	-	2	-	-	2.5	3.0
0 0 2 P-N	2	9	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.0	3.0
0 1 1 P-N	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	3.0	3.0
0 0 1 P-O	1	4	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.0	3.0
Total	80	218	25	17	12	4	23	14	8	4	5	19	1	1	1	4	5	23	2.7	2.7
Percentage		100	100	100	100	17.4	100	93.3	88.8	50	83.3	82.6	6.7	16.7	11.1	50	83.3	100		

(Ardi et al., 2018)

Table 3. The relation of context, politeness strategy, translation techniques and quality in TT2

Context	PS	Fre	Accurate									Less Accurate					NA	Less Acceptable		Score of	
			EE	Var	Exp	PB	Mod	Tra	Lit	Red	Imp	DC	Add	Imp	Mod	Red		Lit	Lit	DC	Accu
0 0 1 BOR	20	48	6	5	2	2	1	5	-	-	1	4	-	-	-	-	3	-	2.8	2.8	
0 0 2 BOR	1	3	1	1	1	-	-	-	-	-	-	-	1	-	-	-	-	-	2.0	3.0	
0 1 1 BOR	6	7	-	-	2	-	-	1	-	1	-	2	-	-	-	-	1	-	2.7	2.8	
0 1 2 BOR	2	5	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	3.0	3.0	
1 1 1 BOR	2	2	-	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	3.0	3.0	
1 1 2 BOR	2	2	1	-	-	1	-	-	-	-	-	1	-	-	-	-	-	-	2.5	3.0	
1 2 2 BOR	1	2	-	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	3.0	3.0	
2 1 1 BOR	2	3	-	-	-	-	-	-	-	-	-	1	-	-	-	-	1	1	1.5	2.5	
2 2 1 BOR	1	2	-	1	-	-	-	2	-	-	-	-	-	-	-	-	2	-	3.0	2.0	
0 0 1 P	4	18	4	-	-	-	1	2	-	-	-	1	-	-	1	-	2	-	2.5	2.5	
0 0 2 P	4	5	2	-	3	2	1	1	-	-	-	1	-	-	-	-	1	-	2.8	2.8	
0 1 1 P	4	14	-	-	1	2	-	-	-	1	-	-	-	-	1	-	-	-	2.8	3.0	
0 1 2 P	2	6	-	1	1	-	-	-	-	1	-	2	-	-	-	-	-	-	2.0	3.0	
1 1 2 P	2	10	-	-	-	-	-	-	-	-	-	1	-	-	-	-	-	-	2.5	3.0	
0 0 1 N	11	35	4	2	-	1	1	6	-	1	2	2	-	-	-	1	-	7	2.6	2.5	
0 0 2 N	2	11	1	-	1	1	-	1	-	-	1	1	-	-	-	-	1	1	2.5	2.0	
0 1 1 N	4	7	-	-	-	1	-	2	1	1	-	3	-	-	1	-	2	-	2.3	2.5	
0 1 2 N	1	3	1	-	-	-	-	-	-	-	-	-	-	1	-	-	-	-	2.0	3.0	
1 1 1 N	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.0	3.0	
0 1 2 N-O	1	5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.0	3.0	
0 2 1 N-O	1	3	-	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	3.0	3.0	
0 0 1 P-N	2	7	-	-	-	-	-	-	-	-	-	1	-	-	2	-	-	-	2.0	3.0	
0 0 2 P-N	2	10	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3.0	3.0	
0 1 1 P-N	1	1	-	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	3.0	3.0	
0 0 1 P-O	1	3	1	-	-	1	-	-	-	-	-	-	-	-	-	-	-	-	3.0	3.0	
Total	80	214	22	10	12	13	5	20	2	6	4	20	1	1	5	1	1	20	1	2.6	2.7
Percentage		100	100	100	100	92.9	100	90.9	28.6	85.7	100	100	14.3	7.1	71.4	4.5	4.5	90.9	25		

(Ardi et al., 2018)

Note:

PS: Politeness Strategy,

Fre: Frequency of data

EE: Established Equivalence

Acce: Acceptability

Var: Variation

Exp: Explication

PB: Pure Borrowing

Mod: Modulation

Tra: Transposition

Lit: Literal

Red: Reduction

Imp: Implication

DC: Discursive Creation

Add: Addition

Accu: Accuracy

NA: Not Accurate

From the componential analysis in Tables 3 and 4 above, it can be seen that there are four markers of politeness strategies used in giving commands in the SL novels, namely *bald on record*, positive politeness strategy, negative politeness strategy, and *off record*. Then in the

TT1 and TT2 translations, techniques that contribute positively or negatively to the quality of the translation according to the context of P, D, and R (Ardi et al., 2018).

Based on the form of politeness that appears in commands mostly use *bald on record* (BOR) or without using mitigation. This is possible because the hearer(s) has a lower position than the speaker. However, command is not only spoken by speakers who have authority or power. Based on the data, it is found that command utterances are uttered by speakers who have a lower position. Speakers who have lower power (P) can give commands under certain conditions, such as in angry conditions, emergency conditions, or related to the task of the speech partner (Ardi et al., 2018). In addition, of positive and negative politeness strategies are also found however the frequency is smaller. In fact, the use of *off-record* was not found in a single variant of command speech which is always combined with other politeness. This shows that the command utterance tends to be done clearly so as not to be misunderstood by the speech partner.

Therefore, based on the componential analysis table above, it is found that the translation techniques that produce accurate translations are established equivalence, variation, explication, transposition, pure borrowing, and generalization techniques. Established equivalences are obtained by good context analysis. Then, the explication technique is carried out by bringing up implicit things to the target language. The use of modulation techniques can produce accurate translations as long as they do not change the context such as shifting the horizontal distance (D), vertical relationship (P), and loading rating (R). Unnecessary modulation can change the illocutionary utterances or change politeness strategies, such as from negative to positive. Several other translation techniques contribute positively to the translation of the politeness markers of command speech, but the frequency of their use is relatively small, such as the particularization technique.

Based on the results of the componential analysis and secondary data above, a translation model was designed as a material for discussion in a *Focus Group Discussion* (FGD) involving experts, raters, and the researchers themselves. After going through the FGD, the following is a model of the technique of translating politeness markers on command utterances in literary works that have been validated. Based on the description above, there are several techniques that are recommended and not recommended because they affect the quality of the translation. The recommended technique produces an accurate translation and maintains the characterization of the characters in the novel. On the other hand, improper technique reduces the accuracy and acceptability of the translation and shifts the depiction of characters. Based on the results of the FGD, the following is a description of the translation model of the politeness strategy marker of the command-locuted directive in Figure 1.

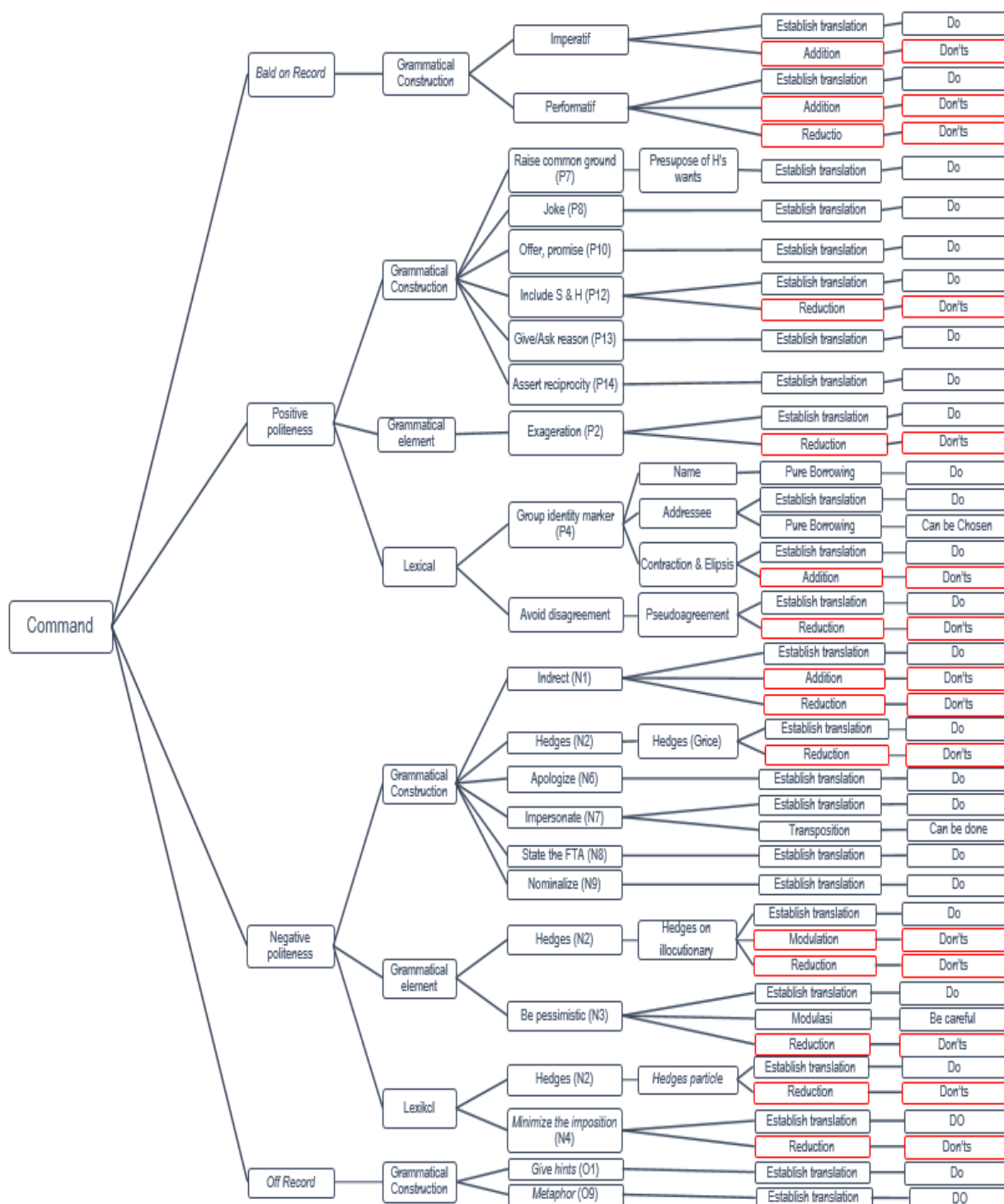


Figure 1. Model of translation technique in translating politeness marker of command from English into Indonesia

To be able to get the best choice of technique according to the context, translators need to pay attention to the use of mitigation (politeness markers), vertical, horizontal relationships, imposition, and speech situations. After analyzing the relationship, the translator needs to maintain the impression or self-image that is formed through politeness markers on each character by using appropriate translation techniques. An example of the application of the politeness marker translation model in the illocutionary directive utterance can be seen in the utterances from data 342 and 143 below.

Datum 342

ST : "Tell him **I'U** talk to him in the morning." [489]

The steps in analyzing need to be known are:

1. Ensure that the utterance is a directive utterance with a command locution.
2. Next, analyze the relationship between the speaker and the speech partner, the social distance between the speaker and the speech partner, as well as the speech assignment rating.
3. Then identify the politeness markers that appear.
4. Reconstructing speech and maintaining politeness with appropriate translation techniques.

Before translating the utterance, the first step is to know the relationship between the speaker and the speech partner, the social distance between the speaker and the speech partner, and the rating of the assignment. The statement above was made by a president to his staff, meaning that the social context can be obtained that  $P=0$ ,  $D=0$ , and  $R=2$  in a formal situation. The speaker instructs the speech partner to convey the information to the caller. The above utterance uses *bold on record* with an imperative form. This can be detected from the sentence structure and the absence of mitigation or politeness markers used. The speech situation also shows that the speaker is in an angry condition so that it needs to be reflected in the translation.

After doing the analysis, the second step, according to the model developed by the translator using the recommended technique. The choice of techniques that can be used is the established equivalent that can be used in all sentence structures. Translators must avoid additions because they have the potential to shift politeness strategies and even illocutionary speech. The use of modulation techniques needs to be applied with caution but can be used by paying attention to the *illocutionary force indicating device* (IFID) and maintaining the bond rating of a command utterance. Thus, in the source text above, there are choices of translation techniques, including established equivalents for all speech structures in general and variations in pronoun techniques. Therefore, the translation results obtained are:

TL : "Katakan kepadanya saya akan bicara dengannya besok pagi."

The translation above applies the model of the translation technique used, namely the established equivalent and variations for pronouns (*him, I, him*). 'His' choice for the translation of '*him*' is due to his position as a subordinate to the president. The pronoun "*him*" can also be made explicit to "Extreme" as the reference. The translation above does not add a politeness marker because the addition can shift the politeness strategy or change the speech to be more polite than the SL so that the impression that the writer wants to create on the character can shift.



The next example is an utterance with a polite character depiction by using a negative politeness strategy marker to minimize the level of burden in giving a command illocutionary utterance.

Datum 146;

ST: “*Just tell them the truth. How hard is that?*” [153]

The first step is to analyze the social context of speech. This statement was made by ZH (President) to the NRO staff hospital (P=0, D=0) in order to convey the results of his analysis in the field to the White House staff (R=2). The burden of saying this order is heavy because the hospital has to present its analysis in front of the presidential staff, which is certainly not an ordinary task for him. To reduce the rating of the assignment, ZH uses “*just*” as a sign of a negative politeness strategy. This story describes ZH as a friendly leader who tries to convince his staff that the task is easy.

Next, reconstruct the speech in the target language by conveying the message and reflecting the politeness of the speech. The recommended technique is the usual equivalence of the politeness marker to be “*saja*”, so the translation becomes:

TT: BSa: “*Katakan saja yang sebenarnya. Seberapa susahkah itu?*”

With the established equivalent, the politeness marker of the command utterance can still be maintained and does not shift. Translators should avoid reducing politeness markers (*just*) or adding the pronoun “you” because it shifts the imperative form to performative.

Based on the examples above, the application of recommended techniques such as established equivalents, variations, explications, and transpositions can maintain the politeness strategies and degrees of change used in SL. In addition, the utterance is still acceptable with the use of variation and explanation techniques. Translators also need to avoid using addition and modulation techniques that can change the level of assignment or bond in the speech.

Based on the findings the translation techniques which contribute to translation accuracy are established equivalence, variation, explication, and pure borrowing. Established equivalence technique can be implemented if the translators analyse the social contexts between the speaker and the hearer and reconstruct politeness marker that maintain the speaker’s characterisation by considering social norms of the target language. Variation is mostly used in selecting appropriate pronouns in Indonesian, i.e. *I* become *saya, aku, gue, etc* (see Hassall, 2013 for details). This should be analysed on the basis of relations between speaker and hearer (father-daughter, head-staff, and friends).

The explication technique also produces accurate translation, particularly in terms of maintaining the characterisation. This finding is in line with Kia and Ouliaeinia (2016) who state that explication plays an important role in preserving the accuracy and acceptability of literary translation especially in terms of characterisation. In this research, explication is mostly used in translating pronoun ‘you’ by identifying the power relation (age, job position), for instance, into ‘ayah’ (dad) rather than *kamu* its literal translation. Moreover, literary works are produced in the cultural and social norm of the source language (Brownlie, n.d.; Schäffner, 1999; Toury, 1995) that might be different from the norm of target language. Then, pure borrowing is used in translating name as a positive politeness marker.

Modulation, addition, reduction, literal translation, implicitation, and discursive creation may result in a less accurate and less acceptable translation. The application of the modulation technique should not change the rank of imposition of the utterance. Thus, modality

should be treated carefully since it also functions as a politeness marker to minimise the rank of imposition. In example 5, the imposition is increased since the translators modulated the imposition from weak to strong obligation by translating ‘need’ into ‘*harus*’ (must). Consequently, those modulations affect the characterisation. Moreover, the implementation of addition technique causes the changes of characterisation being framed by the author through the politeness markers. The addition of politeness markers may change bald on record strategy into positive politeness or negative politeness strategy (Example 3). Consequently, it changes the distance or rank of imposition of the commands that affect the quality of translation. Similarly, the application of reduction and implicature can also change the politeness strategy (Example 1 and 2). These techniques changed positive politeness or negative politeness strategy into bald on record since politeness markers are omitted.

The use of literal translation can produce an accurate message, but this technique produces less acceptable or less natural translation. Accuracy is defined as to the extent to which a translation matches its original to the preservation of information content of ST in TT (Shuttleworth & Cowie, 2014), meanwhile, the acceptability is related to the naturalness or adherence to the norm or target system (Shuttleworth & Cowie, 2014). This definition clarifies that accuracy is related to message but acceptability is related to the norms in the target language. For instance, the translation of *I* into ‘*aku*’ is literally accurate related to the message, however, it is pragmatically inappropriate for a president to say ‘*aku*’ referring to himself if he talks to his staff. It should be ‘*saya*’ with formal property - adhering to the norm and culture of the target language. English with egalitarian property, ‘*you*’ can be used for all hearers or the second speaker. However, in Indonesia, the speaker should select an appropriate pronoun for the hearer, such ‘*kau*’ (lower position hearer, close distance, informal), ‘*kamu*’ (lower position hearer, neutral, formal), ‘*anda*’ (higher position hearer, formal) or title. Thus, translators need to analyse the relation and situation because the pronoun functions as a politeness marker in Indonesian.

This finding is in line with Ardi *et al* (Ardi, Nababan, Djatmika, & Santosa, 2016) who claim in translating the literary works, translator does not merely translate the message but also reconstruct indirect characterisation being described by the author.

## Conclusion

Based on the analysis it can be concluded that model of the translation can increase the quality of translation for politeness marker in giving commands. The recommended technique of translation in translating a politeness marker can be a reference for translators in maintaining the characterization of characters in literary works. The translators should be able to reconstruct politeness strategies selected by the author to maintain characterisation of character in TT. The recommended techniques can be used to maintain the characterization.

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