

Translator's Creation in Language Style and Illocutionary Shift: Gender Utterance in Romance

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ABSTRACT

The aim of this study is to identify and describe the translator's creation in shifting the language style and illocutionary type of different gender speech in romantic speech event of literary object. This research is a descriptive qualitative study that describes the translation shift in pragmatic and sociolinguistic domain as the impact of certain translation technique used. The data were obtained from the translation utterances of male and female characters on romantic speech events and validated by three raters through FGD (Focus Group Discussion) before then being analyzed through domain, taxonomy, componential and cultural themes analysis. The results of this study indicate that the translator made four types of shift; illocutionary shift, sub-illocutionary shift, language style in the form of intensifier and empty adjective shift. Besides, there are five translation techniques affecting those shift types, those are reduction, modulation, established equivalent, amplification (addition), and discursive creation. Subsequent findings indicate that reduction technique is the most influencing technique to the translation shift made, especially in the shift of language style in the form of intensifier which gave an impact to the characteristics of different gender speech.

Introduction

The massive distribution of foreign literary works is not considered as a shocking thing anymore, instead becomes an interesting phenomenon as a bridge to exchange knowledge and cultural values. It can be said that translated fiction does not lose its competitiveness with local fiction. One survey of *The Man Booker Prize* related to the sale of translated fiction books within a period of fifteen years in the United Kingdom showed that translated fiction in English are more demanding than its originally written in English. *"The volume sales of translated fiction books have grown by 96% since 2001. It has risen from 8.9 million to 18.6 million, 3.5% titles in literary fiction are originally written in another language, but 7% of total volume sales are translated literary fiction"*.

One of the most popular translated fiction genres is romantic fiction. Based on statistics collected by the community of RWA (*Romance Writers of America*) concluded that romantic novels contribute more than fifty percent of the fiction book market share in the United States each year. Not only United States as a country of the addict, but it also began to exist in various parts of the East, one of which is Indonesia. The probability main cause is the factor of interaction between men and women with different geographical and cultural backgrounds.

Men and women have different aims in conversation which makes the language style between the two is different. Men will tend to produce illocutionary speech acts that are different from women. Some stereotypes from experts state that men will be more assertive and directive while women will be more expressive. However, this stereotype cannot be used as the main

criterion because other factors in the form of power and distance can also influence. One of the language style characteristics often used by women is the use of intensifier and empty adjective which cause the speech looks more feminist. In contrast to women, men tend to be more masculine by using straightforward speech without frequently use of intensifier or empty adjective.

This has become the challenge for translators to create the romantic-style utterance that entices the target language culture without losing the aesthetic value and nuances of the source language culture as well as the language style of two different gender characters. As stated by Baker (1992: 5-6) that the equivalence meaning in the Bsu and Bsa texts can be obtained at a certain level, but is influenced by various linguistic and cultural factors that make it always relative.

The important role of translators in understanding linguistic aspects both in pragmatic domain – to understand speech acts of both genders, and in sociolinguistic domain – to differentiate the characteristics of male and female linguistic style is urgently needed. If the translator does not comprehend both aspects and concepts, in terms of translation and linguistic, the linguistic style and the meaning to be conveyed by the writer will shift. This shift should be avoided by translators in order to obtain the good quality of translation. The technique applied by the translator will greatly affect the appearance of the shift, so that it will automatically affect the level of translation quality.

Literature Review

Previous Research

Studies on the translation of speech acts on literary works with a focus on one type of illocution have been carried out (Putranti, 2007; Kuncara, 2012; Wafa, 2013; Sutontuhadi, 2014; Hapsari, 2016). Their studies took all kinds of utterances that presented one of the illocutionary speech acts with different object of study as well as its translation technique and quality. There has not been a special speech event that boundaries their research which makes the results are still general. Furthermore, there haven't been an issue about the impact of translation technique applied towards the translation shift.

Meanwhile, speech act research with all types of illocution is (Aryama, 2012; Antoni, 2014). Although taking all kinds of illocutionary speech acts as linguistic aspects, their research has a different path from previous studies. Aryama's research placed more emphasis on certain translation techniques to determine the impact on the quality of the data, including implication, reduction and deletion technique. Whereas Antoni's research only focused on indirect speech act as his research data. Although there seems to be an update, their research also has the same weaknesses as previous study.

So far, translation researches on speech act that have been linked to specific speech events are (Mustofa, 2019; Wahana, 2019; Martiani, 2019). In his research, Mustofa examined all illocutionary speech acts that only focused on the male figures' speech in romantic speech event. While Wahana's research focused on angry speech events and Martiani on making love speech events. Though those studies seem specific to be limited by certain speech events, they do not use gender aspects as language styles comparison. Furthermore, those are on a pragmatic approach without any involvement of sociolinguistic.

Speech act research that brought gender comparison as a matter of study has already been conducted (Shams & Afghari, 2011; Chamani, 2014; Liu & Qin, 2017; Al-Wuhaili, 2017). Their researches focused on sociolinguistic and pragmatic domain without relating to the word of translation. They took ethnolinguistic approach to look at gender phenomena in speech act which utilized human instruments in certain social contexts as the object of the study. Those are different from the study conducted by the researcher who did not use direct verbal utterances but document instruments as the object of the study.

From the above review, the researcher found that there has not been any research about translation shift which also relates to language style of differential gender on literary objects, especially in romantic speech event. The researcher focused on translation shift, both related to pragmatic and sociolinguistic aspect, with the emphasize on language style characteristic based on Lakoff's theory.

Translation

Many experts propose the definition of translation. Each of them states a different definition based on a personal point of view. Although different, the definition of one another complement each other. The following are some explanations related to the definition of translation according to experts. The first point views translation as a transfer of meaning that focuses on its equivalent. The second, sees translation as a process.

The first definition was expressed by Catford (1965: 20) says *"Translation is the replacement of the textual material in one language by equivalence textual material in another language"*. Catford emphasizes that translation only transferring the text or form without considering the meaning. Meanwhile in the world of translation, a language cannot be separated from the relevancy of the meaning because each text has a context with a different purpose.

Furthermore, Newmark (1981: 7) writes that translation is an attempt to replace a message or statement written in a language with the same message or statement in another language. In both definitions above, the experts emphasize the translation in textual or written form.

Complementing the two definitions, Bassnett-McGuire (1991: 2) states that translation is an attempt to convey a text from Bsu into Bsa, by seeking (1) the original meaning of both texts and (2) the structure of Bsu as much as possible is maintained, but not literally close to Bsa in order to avoid serious deviations in the structure of the target language.

The second view, in contrast to many definitions above, Brislin (1967: 1) states that translation is general term that refers to the process of transferring thoughts and ideas from one language to another both in written and oral form, either the language has a standardized writing system or not, and either or not based on the language sign of the deaf. From this definition, Brislin gives a broader limitation by transferring the ideas or thoughts from Bsu to Bsa.

However, besides the language factor, translation cannot be separated from cultural factor. As Baker (1992: 5-6) states that the equivalence meaning in the Bsu text and Bsa text can be obtained at a certain level, but it is influenced by various linguistic and cultural factors so that it is always relative.

Of all definitions stated by experts, it can be concluded that translation is the process of conveying messages or meanings both written, spoken or signaling by maintaining the mandate or message from Bsu that is transferred into Bsa, as best they can, without changing the language style and should be adjusted to the closest equivalence of the target language culture.

Translation Technique

According to Molina and Albir (2002: 509) translation techniques have five basic characteristics, those are: (1) affecting the result of translation, (2) classified by comparison with Bsu, (3) affecting text units in a micro, (4) being discursive and contextual, and (5) are functional. The points above can be used to classify various types of translation techniques. There are eighteen translation techniques proposed by Molina & Albir; 1) Adaptation, 2) Amplification, 3) Borrowing, 4) Calque, 5) Compensation, 6) Description, 7) Discursive creation, 8) Established Equivalent, 9) Generalization, 10) Linguistic amplification, 11) Linguistic compression, 12) Literal translation, 13) Modulation, 14) Particularization, 15) Reduction, 16) Substitution, 17) Transposition, and 18) Variation.

Pragmatic

Pragmatics is a branch of linguistics that studies the meaning of communication spoken by the speaker and conveyed by its hearer. Besides, Yule states that pragmatic also studies contextual meaning (Yule, 1996: 3). In other words, pragmatic does not only study a form of speech, but rather the meaning of speech which is influenced by different backgrounds, contexts or situations.

Yule (1996: 83-84) divides speech acts into three interrelated actions; Locutionary, Illocutionary, and Perlocutionary. Illocutionary speech act is divided into five types; there are assertive, directive, commissive, expressive, and declarative. In this study, the researcher only focused on the types of illocutionary speech acts and their sub-speech acts.

Sociolinguistic

The knowledge of sociolinguistic is used to communicate and interact in social groups that can function as reference for communication by considering a variety of languages should be used by the speaker both in certain situations and certain cultures.

Holmes (2000: 1), a linguistic expert, states that *"Sociolinguistic study the relationship between language and society. They are interested in explaining why we speak differently in different social contexts, and they are concerned with identifying the social functions of language and the ways it is used to convey social meaning"*. In that sense, Holmes also said that the differences in language styles are also related to its function and how the language is used to convey the social meaning.

When related to language, differential gender certainly affects the language differences because of both describe a social system. Some linguists agree that there are differences in language between men and women. The difference can lie whether in the choice of words (*lexical*), sentence (*grammatical*) or its delivery (*pragmatic*). Here the researcher emphasized on language differences in terms of lexical or word choice.

Methodology

This research is a descriptive qualitative because it uses linguistic phenomena as data. The research notes are emphasized in providing detailed, complete, in-depth sentence descriptions that explain the actual situation to support the presentation of data (Sutopo, 2006: 40).

The location of the study does not have to be demographic or geographical but must meet three basic elements which include setting, participant, and event (Spradley in Santosa, 2017). The location chosen in this study is media in the form of novel *The Hating Game*. One of the reasons to take this novel as a research location is the existence of sufficient data. In addition, the genre of this novel is contemporary romance which has the same story line with the current life, thus this is right to answer the phenomenon of study.

This study uses two types of data source, document and informant. The source of document is the novel (*The Hating Game*), while the source of informant is raters who validated the data as the final result. There are two kinds of primary data, the first is speeches from two main characters of different gender that were identified and presented qualitatively through illocutionary speech that shows the tendency of both figures. Whereas the second primary data is translation shift as the impact of translation technique applied by the translator in translating those utterances.

The technique of data collection used is content analysis combined with Yule's pragmatic theory about illocutionary speech acts. To collect data on translation techniques, the writer and informant (rater) compared the speech in the source language (English) and the target language (Indonesian) based on the theory of Molina and Albir (2002). Those data were validated by the raters to find out the reasons why they accepted and discarded the data. The final step is data analysis using Spradley's (1980) theory which consists of domain, taxonomy, componential and cultural theme analysis to find out the pattern from the result of this study.

Results and Discussion

There are 300 utterances data covered in 14 romantic speech events in novel *The Hating Game*. The researcher then analyzed the translation technique applied by the translator in translating those utterances based on Molina and Albir's theory. Of the 300 translated data, the researcher found 23 data are shifted from its original concept. There are four types of translation shift found in those data, including illocutionary shift, sub-illocutionary shift, shift in language style in the form of intensifier and empty adjective. The following types of shift correspond to the type of speech act from Yule's theory and the characteristics of language style according to Lakoff's theory which only focused on the intensifier and the empty adjective.

Table of Shift Type

No	Shift Type	Freq.	%
1.	Intensifier Shift	10	43.47
2.	Sub-Illocutionary Shift	6	26.08
3.	Illocutionary Shift	4	17.39
4.	Empty Adjective Shift	3	13.04
Total		23	99.98

In the table above it can be seen that the shift in language style is mostly done by the translator in the form of intensifier, followed by a sub-illocutionary shift, the type of illocutionary shift and the least is the language style shift in the form of empty adjective.

If it is broken down further by distinguishing the utterance of male and female characters in the romantic speech event, the result will be obtained as in the following table:

Shift Type of Male and Female Utterance

Gender	Shift Type				Total
	Illocutionary	Sub-Illocutionary	Language Style		
			Intensifier	Empty Adj.	
Male	3	3	5	2	13
Female	1	3	5	1	10
Total					23

Translator did a lot of shifts in language style of intensifiers both in the utterance of male and female characters. A deeper explanation regarding each type of shift will be explained in the discussion below:

Illocutionary Shift

There are five types of speech that represent illocutionary; assertive, directive, expressive, commissive, and declarative. Illocutionary shift occurs if the type of illocutionary speech act in the target language is different from the type of illocutionary speech act in the source language.

Example:

ST: "I'll come over and tell you."

"I'm fine."

TT: "Aku akan kesitu dan memberitahumu."

"Tidak usah."

The speech happens when Josh feels jealous and curious about who is the man in Lucy's erotic dream. Seeing Josh's tense expression, Lucy decided to tease him with those utterances. The sentence "*I am fine*" in the source language is a type of assertive speech act, in which the speaker tries to make a proposition by stating his condition. After being translated, the speech in target language shifted and turned into rejection "*Tidak usah*" which included into the type of commissive speech acts. The datum is included into illocutionary shift because the type of assertive speech act in the source language turned into the type of commissive speech act in the target language.

Sub-Illocutionary Shift

Each type of illocutionary speech acts has different sub-speech acts in the form of utterances. Sub-illocutionary shifts occur when sub-illocution in the source language is translated into a different sub-illocution in the target language but still in one type of illocutionary speech act.

Example:

ST: "Quit fidgeting, you're making me nervous."

TT: "Jangan gelisah, kau membuatku gugup."

The context is when Josh tried to seduce Lucy by hugging her intimately. Lucy, who felt uncomfortable with the situation due to many people are watching them, finally said that speech. The bolded sentence, both in the source or target language, are included in the type of directive speech acts which aim to make the speech partner do something according to the direction of the speaker. However, the two data have different sub-illocution although they are still in the same type of directive speech act. The sentence "*Quit fidgeting*" in the source language is included in the sub-illocution of commanding, while its translation "*Jangan gelisah*" in target language is included in the prohibiting sub-illocution. Commanding and prohibiting both have the characteristic which the position of speaker is higher than the position of speech partner, but have different levels of strength. Commanding is far more powerful because the command must be executed, whereas prohibiting has a lower power than commanding because is more subtle and does not appear to be authoritarian.

Language Style (Intensifier)

Lakoff in his theory revealed ten characteristics of women's language styles, one of which is the intensifier. Intensifier is the use of adverb which places more emphasis on the following verbs. Intensifiers are usually marked with the words "so" "very" "just", and so on. The intensifier shift occurs when the translator does not translate the intensifier marker as a characteristic of female speech from the source language to the target language (Intensifier-Non Intensifier). This shift can also occur if the translator actually adds the intensifier marker to the translation in target language even though it does not exist in source language (Non Intensifier-Intensifier).

Example:

a) Intensifier – Non Intensifier

ST: "This is so disgusting,"

TT: "Ini menjijikkan,"

The data is spoken by a female character (Lucy) in her apartment. Lucy felt nauseous and dizzy which finally caused her to vomit beside Josh. Josh tried to help her even though Lucy was ashamed that her feminist side being threatened. To cover up her shame, she decided to say that utterance. According to Lakoff, the intensifier is one of the linguistic features of women's speech. In the source language utterance, there is intensifier marker "so" to emphasize or overestimate the expression of female characters or to signal diffidence. After being translated into target language, the intensifier was omitted and makes the utterance seems too bald or sharp. Bald and confident is one linguistic features of male speech. The intensifier shift in that utterance makes the essence of femininity as the characteristic of female turned to masculinity which is the characteristic of male speech.

b) Non Intensifier - Intensifier

ST: "This is unprofessional."

TT: "Ini sangat tidak professional."

The data above is the opposite of the previous data. The sentence is spoken by a male character (Josh) when Lucy tries to tease him by whispering the name of a man in his erotic dream. Even though Josh had tried to resist her, Lucy still came to Josh's desk and leaned over. Feeling shocked by Lucy's treatment, Josh in the end said that utterance.

Unlike the speech in the previous data, the utterance in this data does not have women linguistic features of intensifier. The data included as a translation shift because the writer found the addition of intensifier marker in the target language which made it like a woman's language style. The utterance that should be bald, because spoken by male character, turned to be more like feminist style in the target language.

Language Style (Empty Adjective) Shift

One more Lakoff's linguistic features of women's speech is the use of empty adjective. Empty adjective is an adjective that does not have a real meaning, such as "cute", "divine", "charming", "pretty", and so on. Women tend to characterize an object with adjective that are not normally used or only as a support or complement. An empty adjective shift occurs when a

translator prefers to delete or remove the adjective in the source language so that it likely be acceptable in the target language even though it will affect the accuracy of the translation.

Example:

ST: I want you to have your cute little date with
Danny, and I want you to kiss him."

TT: Aku ingin kau pergi berkencan dengan Danny,
dan aku ingin kau menciumnya."

In the datum above, Josh wants to challenge Lucy to go on a date with someone else in order to prove that no one appropriate for Lucy except Josh. In the source language utterance, there is an empty adjective used by Josh, the phrase "cute little".

Although Josh uses an empty adjective which tend to be the hallmarks of female language, his aim is to tempt Lucy with female-style language thus it seems a little belittling. A shift was found because the phrase of an empty adjective was omitted. To maintain data acceptance, the translator preferred to not translate the adjective though it would affect its accuracy. In the target language culture, it will be strange if the phrase “*cute little*” translated literally as “*sedikit imut*” or even translated into other language styles. The reason of this case is, the men in the target language culture do not say words that seem too femininity, by using adjectives which will not affect the meaning if being omitted.

The translation shift found in the data above is none other than the impact of the translation technique applied by the translator in translating the utterances. According to the researcher analysis and findings, there are five translation techniques that cause the shifts in gender conversations of romantic speech events. Here is the table of translation technique impact towards translation shift.

The Impact of Translation Technique Towards the Shift Type

Translation Technique	Shift Type				Total
	Illocutionary	Sub-Illocutionary	Language Style		
			Intensifier	Empty Adj.	
Reduction	0	0	7	2	9
Modulation	1	4	0	0	5
Established Equiv.	3	2	0	0	5
Amplification (Add)	0	0	3	0	3
Discursive Creation	0	0	0	1	1
Total	4	6	10	3	23

Reduction Impact to Shift Type

Reduction is a technique to imply information because its meaning components are already included in the target language. This technique is the opposite of amplification. This technique is the same as the removal of redundancy proposed by Newmark (1988) or the translation with omission proposed by Baker (1922). In the overall shift data, the reduction

technique has the most frequency in influencing the translation shifts, especially in the type of intensifier shift.

Example:

ST: I thought we might be friends.”

TT: Kupikir kita bisa berteman.”

The utterance is spoken by female characters. The word “*might*” which functions as an intensifier in the source language is not translated into the target language. The sentence in the source language that should be translated as “*Kupikir kita mungkin bisa berteman*” only translated into “*Kupikir kita bisa berteman*”. The function of the word “*might*” is to make the language

spoken by female characters look tentative or mitigate. Tentativeness, mitigation and hesitation are one of the women characteristics speech. If the word with its function is reduced, the speech will appear as direct, confident and less tentative

which are the characteristics of male speech. The steps taken by the translator by applying reduction techniques make the quality of translation less accurate.

Modulation Impact to Shift Type

Modulation is a technique to replace the point of view, focus or cognitive category of Bsu whether it can be structural or lexical (Hoed, 2006; Newmark, 1988). The second most frequent technique that impact to the shifting is modulation. This technique makes a lot of sub illocutionary shifts type.

Example:

ST: Eyes like I’ve never seen before.”

TT: Aku belum pernah melihat mata seperti itu.”

In the data above there is a shift of viewpoints. The writer views through the perspective of the hearer by praising Lucy's eyes while the translator sees through the perspective of "I" which prioritizes the speaker himself. The shift in point of view above also affects the shift in sub-illocutionary speech acts from stating to be informing. The shift is influenced by the modulation technique which view the translation as a whole unity. Although it is shifted, it does not affect the meaning of the message in the source language so that the translation quality is still accurate and acceptable.

Established Equivalent Impact to Shift Type

Established equivalent is a technique by using terms or expressions that are commonly used or recognized in a dictionary or target language as an equivalent meaning of the Bsu. This technique is also known as recognized translation/accepted standard translation (Newmark, 1988) or official translation (Hoed, 2006; Suryawinata & Hariyanto, 2003). The established equivalent technique has the same frequency of occurrence as the modulation technique in shifting translation. This technique affects more types of illocutionary shifts.

Example:

ST: "And I...." I pause, and glance at him.

"Never mind."

TT: "Dan aku..." aku diam sejenak dan

memandangnya. "Lupakan."

The phrase "**Never mind**" in the above data is translated by the translator by applying the established equivalent technique to be "**Lupakan**" in the target language. According to the informant (rater), the word "**Lupakan**" has the same equivalence meaning with the phrase "**Never mind**" in the target text culture. The use of the technique makes the type of illocutionary speech act shifted from assertive-stating to directive-commanding. However, if the sentence is translated literally and maintained the type of speech act into "**Tidak apa-apa**" then it will be less accurate. Thus, to maintain the quality of the translation, the translator preferred to apply the established equivalent technique even at last will impact to the shift.

Amplification Impact to Shift Type

Amplification is a technique that makes explicit information to be implicit in Bsu by adding the information or making the information explicit in Bsa. The application of this technique is marked by a change from implicit to the explicit. Techniques that include the type of amplification, such as: explicit (Vinay & Dalbernet), addition (Delisle), legitimate and illegitimate paraphrase (Margot), explicative paraphrase (Newmark), periphrasis and paraphrase (Delisle), and including footnotes, gloss, addition (Newmark) 1988). Amplification is the opposite of reduction. The researcher only found three shifts due to the influence of this technique.

Example:

ST: "I look forward to it.

TT: "Aku sangat menantikannya.

The addition of the word "**sangat**" to the target language makes the utterance being shifted in the language style of intensifier. The utterance was spoken by male character where the intensifier does not tend to be appeared in order to look

firm and direct. But then, the translator added the intensifier to the target language which makes the speech was more inclined to be femininity. The application of the addition technique makes the speech shift from male characteristic speech to be female characteristic speech.

Discursive Creation Impact to Shift Type

Discursive creation is a technique using a temporary equivalent that out of context. The aim is solely to attract the attention of translation prospective readers. There is only one data shifted as the impact of this technique.

Example:

ST: "They've all . . . at some point made it pretty
clear my personality is not..."

TT: "Mereka semua....pada satu titik berterus
terang bahwa kepribadianku bukan ..."

The phrase "*made it pretty clear*" in the source language is translated by the translator to be "*berterus terang*" in the target language. The application of this technique is one of the translator's creations which make the result of translation look simpler and more informal because considering that this speech event is romantic. Even though the result of the translation is far from the original language, the quality of the translation remains accurate and acceptable because the translation still can be understood by the target language culture and the message can still be conveyed.

Conclusion

From the results of the study conducted by the researchers, it can be concluded that the translator did the translation creation on four types of shifts; illocutionary shift, sub-illocutionary shift, intensifier shift, and empty adjective shift. The language style shift of intensifier has a higher frequency than other types of shifts.

Thereafter, there are five translation techniques that affect to those shift types; reduction, modulation, established equivalent, amplification (addition), and discursive creation. Reduction technique is the most influencing technique to those translation shifts, especially in language style of intensifier. In such a way, this shift also affects the characteristics of different gender speech. The speech that should be feminist style shifted to be the speech of masculinist style.

This is the reason why translators should understand linguistic aspects that relate to translation, not only in terms of context (pragmatics) but also in terms of sociolinguistics. As the sociolinguistic aspect, gender language style should be more concerned because it turns out that gender differences also affect the language style of speech which make the translators who have the main role in transferring the concept and the meaning of the text should aware of this situation.

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