The Speech Acts in News Translation:
Pragmatics Analysis in Pikiran Rakyat *Newspaper*

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Abstract—**Translation in the media has many dimensions, both ideologically and pragmatically. This study focuses on pragmatic studies of texts containing direct and indirect utterances of translated news items in the *Pikiran Rakyat*. This study followed the speech acts theory from Austin and Searle and Newmark's concept of translation. This study began with identifying subtitles of the Indonesian news items which were translated from English news content. The data were taken from *Pikiran Rakyat* news on political issues and their news sources. This study involved a comparative analysis of utterances between the source and the target language. The analysis shows the translation strategies employed in translating utterances. The way in which the utterances were translated was influenced by the ideological practices of the *Pikiran Rakyat* as a news agency. This study suggests that sustainable training for newsmakers may help newsmakers realize intended meanings that support institutional ideologies.**

Keywords: pragmatics, translation, news, text, ideologies

I. INTRODUCTION

This study aims to reveal the pragmatic aspects of the news, in the form of direct and indirect speech, to be associated with the translation process from the source language (English) to the target language (Indonesian). This research reveals aspects of translation and pragmatic study in it, especially speech acts which refer to Austin's theory and his student, Searle (as cited in Jumanto, 2017).

This research explores the speech acts and ideology that mobilizes newsmakers toward the beliefs they believe. One of the pragmatic research in the media context has the title of "Analisis Pragmatik Kritis Keberpihakan Penulis Berita Dilihat dari Tajuk Berita Tragedi Pembantaian Salim Kancil di Berbagai Surat Kabar" (Hidayati, 2015).

Pragmatic research conducted by Hidayati (2015) tends to review the news in terms of text or critical discourse analysis. A word-by-word analysis was performed on the editorials of some papers studied. The study is simple and not nosedive on a typical pragmatic analysis as suggested by those field experts. Therefore, researchers analyze speech acts that are the main feature of pragmatic studies. If previous research is more researching texts, this study is particularly concerned with the realization of speech acts that are influenced by ideology and realized through translation strategies from Newmark. This is where the importance of making breakthroughs to open new insights about science.

In the translation aspect, Newmark's translation strategy becomes a reference. Of 19 Newmark's proposed strategies, this study will focus on only two aspects: formal equivalence and dynamic equivalency (Newmark, 1988). From the equivalence aspect, the researcher will look at whether the addition strategy, omission (reduction), or shifting structure.

From a pragmatic point of view, the researcher reveals whether the alteration changes, whether implicit meaning becomes explicit or is it explicitly implicit? Austin's theory of locution, illocution, and perlocution are the main analytical framework. While the study with Searle theory will be known whether the speech in the text of the news is representative, declarative, permissive, commissive, directive, or assertive/ expressive.

It is possible in the process of translation there is a change of structure (shifting), but the same speech acts. There are two main steps in this study, namely (1) looking at the equivalence in detail, and (2) seeing the change in speech acts, according to Searle.

Austin's speech acts theory is a real pragmatic aspect. It can be said that the initially pragmatic aspect is synonymous with the theory of speech acts, which is a discussion about direct speech to show various purposes of complex interaction. It was first studied by Austin (1961). Austin divides speech acts into three types, namely act of locution, illocution, and perlocution.

The act of locution is a meaningful and understandable utterance. The act of illocution is the speech used to perform the actions or functions of the language. Austin divides the act of illocution into two, namely performative and constative. Performative is the speech act that directly refers to the actions performed, while the constative is a speech act that states something is right or wrong or provide information about this world. The act of perlocution is the effect of the resulting speech. (Grundy, 2000).

According to Austin's study, the performative is a direct speech act that refers to the action performed and uses performative verbs which are then called performative hypotheses. Performatives use declarative mode (instead of using the interrogative mode, for example) and are distinguished into performative metalinguistic, performative ritual, performative collaborative, and performative groups.

Collaborative performative is used to engage in actions that involve others or with the consent of others. For example, "I bet $ 10 million with you" will not work if the second person does not exist or the second person disagrees. In the performative of that type, the success of the action is not guaranteed by the performative verb "bet", but by agreement or collaboration with others.

This condition encouraged Austin's student, Searle (1965, 1981, as cited in Jumanto) to make the classification of speech acts not based on sentence type or mode, but based on speech acts. Searle assumes that all speech acts are performative, indicating that the speaker is doing something, and dividing the speech act into five classifications, namely (1) commissive; (2) declarative; (3) directive; (4) expressive; and (5) representative.

II. METHOD

This research used a qualitative method because the object of research was text both source language text and target language text. Text is analyzed with translation strategies from Newmark. While from a pragmatic point of view, Austin's speech act theory was used. The analysis referred to Searle (1965, 1981, as cited in Jumanto) focusing on the notions of commissive, declarative, directive, expressive, and representative analysis. In certain parts, this study referred to the theory of speech acts by Austin in the form of locution, illocution, and perlocution.

This study used data in the form of source language text (English) and the target language, i.e., Indonesian language in the form of news broadcasted by Pikiran Rakyat Daily. The data analyzed derived from the texts of foreign policy news, namely direct speeches from officials or important figures cited media or international news agencies.

The aspects to be analyzed are the equivalence of translation (formal equivalence or dynamic equivalence), translation strategy (addition, omission, or shift in structure). From Austin theory, the aspects of locution, illocution, or perlocution can be studied. However, given the characteristics of the news text, Searle's theory will be widely applied to see if the character's speech is categorized, declarative, directive, expressive, and representative.

The object of this research is the text of political news on "Pikiran Rakyat" newspaper sourced from foreign news agencies, Reuters, The Guardian, and the BBC (UK) website. This research analyzed the pragmatic elements of international political news which is the translation of the Reuters News Service, The Guardian's website, and the BBC which also involves critical discourse analysis for content.

The data were analyzed in the following steps. In the early stage, research on subtitles was conducted by focusing on the equivalence or appropriateness between the source language (Bsu) and the target language (Bsa). Then pragmatic analysis was conducted to see whether the process of translation changed the status of the text concerning speech acts called figures in translation. This research was based on the speech acts theory of Austin and Searle. The pragmatic analysis included the text under study, to see if there was a change in speech acts from the source language text to the target language text.

III. FINDINGS AND DISCUSSION

A. Findings

The following is a pragmatic analysis of speech in the Pikiran Rakyat Daily which is a translation of a foreign website or news agency in Table I.

TABLE I. SPEECH ACTS ON SOURCE TEXT & TARGET TEXT

Speech Act Code	Source Text	Target Text	Analysis
TT 1	Expressive, explicit	Expressive, explicit	There is no change in speech acts.
TT 2	Expressive, explicit	Directive, explicit	Changing the indirect quotation into direct speech, "Close school and office until Sunday" makes the speech more directive than ever expressive.
TT 3	Directive, explicit	Expressive, explicit	Translation "should" be "sebaiknya" resulted in the change of speech acts from the directive to be expressive.
TT 4	Directive, explicit	Directive, explicit	There is no change in speech acts.
TT 5	Expressive, explicit	Expressive, explicit	Topicalization of the Pikiran Rakyat by raising Trump's praise on Indonesia, did not change his speech. In addition, source text (Tsu) and target text (Tsa)'s styles remain explicit.
TT 6	Expressive, explicit	Expressive, explicit	There is no change in speech acts.
TT 7	Expressive, explicit	Expressive, explicit	
TT 8	Expressive, explicit	Expressive, explicit	
TT 9	Expressive, explicit	Expressive, explicit	
TT 10	Expressive, explicit	Expressive, explicit	
TT 11	Directive, explicit	Directive, explicit	
TT 12	Directive, explicit	Directive, explicit	
TT 13	Declarative, explicit	Declarative, explicit	
TT 14	Expressive, explicit	Expressive, explicit	
TT 15	Declarative, explicit	Directive, explicit	Changes from "Trump can go to hell" to "Trump, pergilah ke neraka."

TT 16	Expressive, explicit	Expressive, explicit	
TT 17	Directive, explicit	Directive, explicit	

The realization of speech acts that is a major part of the pragmatic analysis is strongly influenced by media ideologies whose ends appear in the chosen translation strategy whether there is an addition or omission. Implementation of the translation strategy was also manifested in explicit or implicit speech. However, more importantly, the translation strategy could also alter speech acts. In a sense, the realization of speech acts in the source text may differ from the speech act on the target text.

TT (Speech Act) 1:

The UN's Middle East envoy warned of a risk the conflict would escalate. "There is a serious risk today that we may see a chain of unilateral actions, which can only push us further away from achieving our shared goal of peace," Nickolay Mladenov told an emergency UN Security Council meeting, by videocall from Jerusalem.

Original title: Jerusalem row: Clashes erupt over Trump move, BBC 8 Dec 2017.

Translation in Pikiran Rakyat:

Utusan PBB untuk Timur Tengah memperingatkan adanya risiko bila konflik mengeskalasi. "Kini ada risiko serius bahwa kita mungkin akan melihat serangkaian tindakan sepihak yang hanya akan membawa kita jauh dari pencapaian tujuan perdamaian bersama," ujar Nickolay Mladenov pada pertemuan darurat Dewan Keamanan PBB, melalui videocall dari Jerusalem.

In this translation strategy, there is no addition or omission of text. The translation is done literally and there is no shifting. It can be pointed out in the translation of the phrase The UN's Middle East envoy warned of a risk of conflict would escalate into a *Utusan PBB untuk Timur Tengah memperingatkan adanya risiko bila konflik mengeskalasi.* Therefore, the translational equivalence is almost 100 percent achieved. In the original text and the subtitles, there is no change in speech acts. According to Searle's theory, this speech acts are classified as expressive.

TT 2:

"The air quality in Delhi is deteriorating. We cannot compromise with the health of children at this stage," said Deputy Chief Minister Manish Sisodia, ordering the closure until Sunday.

Original title: Delhi School Shut for Rest of Week as Toxic Smog Thickens, Chokes. Reuters, 9 Nov 2017.

Translation in Pikiran Rakyat:

"Kualitas udara di New Delhi sudah pada taraf membahayakan. Kondisi ini membahayakan kesehatan anak-anak," ujar Deputi Utama Kementerian Kesehatan India Manish Sisodia. "Tutup sekolah dan perkantoran sampai Minggu," ujarnya.

In terms of translation strategy, there is an addition of the word "New" to Delhi because it is assumed that Indonesian users are not accustomed to mentioning the city of Delhi. It is meant to maintain the naturality of the text. The clause cannot compromise and at this stage is also omitted (omission step) because it is considered unnatural in the Indonesian language. There is also a change of an indirect quote to a direct quote on orders to close schools and offices that is to attain affirmation. However, there is no shifting. According to Searle's theory, the speech acts change from an expressive to a directive.

TT 3:

"People should avoid morning walk or any other strenuous outdoor activity that increases breathing rate," the ministry said in a statement on Wednesday.

Original title: Delhi School Shut for Rest of Week as Toxic Smog Thickens, Chokes. Reuters, 9 Nov 2017.

Translation in Pikiran Rakyat:

"Warga sebaiknya menghindari jalan raya pada pagi hari atau beraktivitas di luar ruangan," demikian pernyataan Kementerian Kesehatan India, Rabu.

Judging from the translation strategy, an omission occurs because the clause that increases the breathing rate is not displayed in the translation news. This is done to maintain the translation because if the clause is raised in the translation, the result is an unnatural text in the Indonesian language. Thus, equivalence is not fully awakened because the Pikiran Rakyat Daily has its own style and ideology in translation. However, the emphasis in the sentence remains explicit. There is no shifting. However, there is a refinement of the word "should" to *sebaiknya* 'preferably'. When viewed from Searle's speech acts theory, the original text is directive, while the Indonesian text is expressive.

TT 4:

"The situation as it exists today is the worst that I have seen in my 35 years staying in the city of Delhi," said Arvind Kumar, a lung surgeon at Sir Ganga Ram Hospital. "As a doctor, I have no problem saying that the situation today is a public health emergency. If you want to protect people, we should be ordering the evacuation of Delhi. Closing down all schools. Closing down all offices.

Original title: Delhi Pollution off the Charts, Top Doctors Say 'Evacuate'. NDTV (New Delhi TV), 9 Nov 2017.

Translation in Pikiran Rakyat:

"Situasi yang terjadi sekarang merupakan yang terburuk, yang pernah saya alami selama 35 tahun hidup di New Delhi ini," kata dokter ahli bedah paru-paru di Rumah Sakit Sir Ganga, Arvind Kumar. Menurut Kumar, kondisi seperti itu harus ditanggapi dengan upaya evakuasi warga dari Kota New Delhi."Tutup semua sekolah dan perkantoran," ujar Kumar.

In terms of translation, there appears to be an addition strategy when "PR" adds the word "New" before the word Delhi. In the next section, there is a change of delivery style between the original text and the translated text. Some parts of the

quotation are instantly changed by "PR" into indirect quotes. The direct quote "If you want to protect people, we should be ordering the evacuation of Delhi" is transformed into an indirect quote:

According to Kumar, such conditions should be responded by evacuation efforts of citizens from the City of New Delhi.

There is also an omission strategy when the doctor's clause is not translated because it is considered to be a loop that is avoided in the print media. From Searle's theory analysis, the same is a directive.

TT 5:

"We cannot achieve open markets if we do not ensure fair market access," he said, adding that unfair trade "undermines us all." The U.S. leader also praised the economic transformation of many Asian nations, including Vietnam, Indonesia, Thailand, and the Philippines, saying Washington has been an active partner in Asia-Pacific since the U.S. first won independence.

Original title: "We Can No Longer Tolerate These Chronic Trade Abuses": Trump Lashes Out at China and Others. CNBC, 10 Nov 2017.

Translation in Pikiran Rakyat:

Presiden Amerika Serikat, Donald Trump memuji Indonesia saat berpidato dalam pembukaan forum kerja sama ekonomi negara-negara Asia Pasifik (APEC) di Danang Vietnam, Jumat (10/11/2017). Menurut BBC dan CNBC, pertumbuhan ekonomi Indonesia saat ini cukup pesat, bahkan tercepat di G-20. Trump juga menambahkan bahwa perubahan serupa, seperti yang dicapai Indonesia, juga terjadi di negara-negara ASEAN lainnya, seperti Vietnam, Thailand, dan Filipina.

In order to show Indonesia's achievements, Pikiran Rakyat Daily was topicalizing by changing the CNBC news structure. Trump's praise for Indonesia's achievements presented at the bottom of the CNBC news was picked up as the headline. This is commonly done with regard to media ideology. Data to support the topicalization were obtained from other credible sources, including from the BBC Indonesia. Thus, CNBC news text is used as a trusted material that is then reprocessed by the *Pikiran Rakyat* editor. Direct quotes from Donald Trump about Vietnam, Thailand and the Philippines are placed on other sections of the news. Translation strategy applied i.e. omission and addition. The speech acts are the same, expressive.

TT 6:

UN Security Council to meet to discuss US decision amid widespread international condemnation and violence in occupied territories. US Missions across the Middle East are braced for the second day of violent protest over Donald Trump's recognition of Jerusalem as Israel's capital after widespread clashes between Palestinians and Israeli forces on Thursday.

Original title: Israel Braced for Clashes Following Trump's Recognition of Jerusalem as Capital. The Guardian, 7 Dec 2017.

Translation in Pikiran Rakyat:

Dewan Keamanan PBB bertemu untuk membahas keputusan AS yang mengakui Jerusalem sebagai ibu kota Israel di tengah kecaman internasional yang meluas dan kekerasan di daerah pendudukan. Perwakilan-perwakilan Amerika Serikat di seluruh penjuru Timur Tengah bersiap menghadapi protes hari kedua menyusul keputusan Donald Trump yang mengakui Jerusalem sebagai ibu kota Israel setelah merebaknya kekerasan antara warga Palestina dan pasukan Israel, Kamis (7/12/2017).

In this section, translation is done without any political burden. The translation is straightforward, literal. There is no addition or omission. There is no change from indirect speech to direct speech and vice versa. Therefore, there is no shifting. Equivalence is nearly 100 percent and translation results are considered to be awake. Based on Searle's theory, this is an expressive speech act.

As a general conclusion, the translation strategy (partially a combination) and the realization of speech acts on the source text and target text on the translation news can be described as following in Table II:

TABLE II.   STRATEGY OF TRANSLATION

1	There are additions	3
2	There are omissions	1
4	No additions or omissions	10
5	There are additions and omissions	3

It can be concluded that the translation strategy can influence the speech acts that are realized in the translation news. All that can happen because of the ideology adopted by the media. The numbers can be seen in the table above.

B. Discussion

The results of this study differ from the previous studies because this study focuses on the speech acts that are realized through translation strategies in accordance with the ideology that is held firm.

From the research conducted, found the fact that speech officials or figures in international news can present a strong and specific meaning. It can be seen through the analysis of speech acts (Searle theory) preceded by Newmark's theory of translation. The two blades are complementary so we can grasp the wider meaning in a news text that millions of people read.

In addition, the translation of international political news cannot be done apolitically. It is a form of scrutiny over the ideology of the media or foreign news agencies. The editor needs to look at the ideology and make adjustments so that the news is translated and published, in accordance with the ideology of the media in which he works. It is also related to information services to a wide audience and the ideology of the media has been adapted to understand trust, and social system within the scope of its readers.

In the analyzed data, it was found that news agencies incorporated their ideology in news presentation (source language), and it was anticipated by *Pikiran Rakyat* editor while

presenting the news. Thus, the procedure/ translation strategy of Peter Newmark is applied to two things. First, to achieve an easily digested literal translation, and secondly, to fit the news with the ideological aspect of the media that serves it. Thus, Newmark's translation procedures/strategies include the pragmatic-ideological aspect. The results of this study are expected to inspire other researchers to explore this field even better.

IV. Conclusion

Based on the results of data analysis, it can be concluded that direct and indirect speech has an important role in the news. Speech is the "life" of news and has a specific role and meaning. In the translation of news, especially on the part of the speech, the media also make adjustments based on the ideology of the media. On the tendentious news of Islam, for example, the Pikiran Rakyat Daily adjusts when translating it into the Indonesian language. The speech also has a power of locution,

illocution, and perlocution. In a less severe text, translation can be done as is, with no psychological-political burden. Thus, translation can reach a formal or literal equivalence level. If this is the case, then the results of speech analysis based on Searle's theory did not change. A match can also be used. As an input, for other linguistic researchers, the author recommended that the results of this study be used as references for subsequent linguistic studies.

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