ABSTRACT

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Keywords: translation strategy, maxim of quantity, flouting maxim, observing maxim

This research is entitled Analysis of Translation Strategies of Utterances Containing Maxim of Quantity in A Stork's Journey Movie (2017). This study aims to identify the maxim of quantity used in the film and the application of the translation strategy found in the flouting data and observing with the maxim of quantity in the film A Stork's Journey. This research uses Grice's theory (1975) for maxim of quantity and Gottlieb's theory (1992) for translation strategy. This research is conducted using descriptive qualitative method and total sampling method. There are total data 58 in this research; 37 data flouting of quantity maxim and 21 observing of quantity maxims. Meanwhile, there are seven out of 10 translation strategies found in the film. They are transfer, imitation, condensation, dislocation, deletion, addition. and resignation. However, the maxim of quantity that is most often used is the flouting of the maxim. This is because there are many information that too much and too less than needed. Meanwhile, the most frequently used translation strategy is transfer. Thus, the audience can catch the meaning of the conversation the same as the sentence structure according to the source language.

ABSTRAK

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Kata kunci: strategi penerjemahan, maksim kuantitas, pelanggaran maksim, kepatuhan maksim

Penelitian ini berjudul Analysis of Translation Strategies of Utterances Containing Maxim of Quantity in A Stork's Journey Movie (2017). Penelitian ini bertujuan untuk mengidentifikasi maksim kuantitas yang digunakan dalam film dan penerapan strategi penerjemahan yang ditemukan dalam data pelanggaran dan kepatuhan maxim kuantitas dalam film A Stork's Journey. Penelitian ini menggunakan teori Grice (1975) untuk maksim kuantitas dan teori Gottlieb (1992) untuk strategi penerjemahan. Penelitian ini dilakukan dengan metode deskriptif kualitatif dan metode *total sampling*. Data dari penelitian ini berjumlah total 58 data. Dengan perincian 37 pelanggaran maksim kuantitas dan 21 maksim kepatuhan maksim kuantitas. Sementara itu, ada tujuh dari 10 strategi penerjemahan yang ditemukan dalam film. Masing-masing adalah transfer, imitasi, kondensasi, dislokasi, penghapusan, penambahan, dan pembiaran. Jadi, maksim kuantitas yang paling sering digunakan adalah pelanggaran maksim. Ini karena ada informasi yang terlalu banyak atau terlalu sedikit daripada yang dibutuhkan. Sementara itu, strategi penerjemahan yang paling sering digunakan adalah transfer. Hal ini agar penonton dapat menangkap maksud percakapan sama dengan struktur kalimat sesuai bahasa sumbernya.