

## **Pragmatic Failure in the Subtitles of Moonlight Movie**

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### **Abstract**

*This paper aims to find out the types of pragmatic failures that can lead to incorrect understanding of meaning by the audience. Pragmatic failure in translation consists of two failures, namely: pragmalinguistic failure and sociopragmatic failure. Pragmalinguistic failures in translation are analyzed using speech act theory proposed by Searle and deixis theory proposed by Levinson. Sociopragmatic failures in translation are analyzed using the principle of cooperation theory proposed by Grice and the principle of politeness theory proposed by Brown and Levinson. The research method used is descriptive qualitative. One hundred seventy-six pragmatic failures are found in the subtitles of Moonlight movie, which is divided into one hundred thirty-six pragmalinguistic failures and forty sociopragmatic failures. Pragmalinguistic failures that occur are the failures to transfer speech acts and deixis of oral speech into subtitles. Sociopragmatic failures that occur are the failures to transfer principle of cooperation of oral speech into subtitles.*

*Keywords: Pragmatic Failure, Subtitles, Suggested Subtitles*

## 1. INTRODUCTION

The relationship between pragmatics and translation is closely related. When translating a text, the translator must pay attention to the pragmatic elements contained in the text, so that the meaning can be conveyed properly from the source language to the target language. Pragmatic failures in translation are often found which cause the translation results to differ in context from the source language.

Thomas (1983:91) states that pragmatic failure is the failure of communication participants to understand what is meant by what is said. The causes of pragmatic failure in diverting messages in communication, including in translation, can be explained starting from the pragmalinguistic aspects to the sociopragmatic aspects which are the two ends of the continuum of one's pragmatic abilities. Thomas (1983) stresses the importance of mastering pragmatic competence so that pragmatic failures do not occur in a communication act.

Thomas (1983) states that there are two pragmatic failures, namely pragmalinguistic failure and sociopragmatic failure. Pragmalinguistic failure is the failure of the speaker to use knowledge of grammar rules that are common to express certain illocution in accordance with the context of the site, and sociopragmatic failure is the failure of the speaker to use a form of speech in accordance with social, cultural, and interactional rules.

Pragmatic failures can be found in translation. One of the most translated texts in Indonesia is subtitles on movie. Many movies use English in their spoken speech then translated or subtitles in Indonesian. The translation of spoken speech on the movie has its own uniqueness which is different from other translations. Its uniqueness lies in its adjustment the function of each movie is to pay more attention to the cultural aspects of the target language. Besides that, the translation unit in translating spoken speech on movie is also no longer use word level but more on text level and context. In the translation of subtitles on movie, translators often ignore the meaning essence of the spoken utterance. As a result, the translation results bring viewers to far understanding of the essence of the meaning of spoken utterances in the movie.

In this paper, pragmatic failure in the subtitles of Moonlight movie is discussed. Moonlight movie is a story based on the everyday phenomena of black people in the United States. Moonlight movie is directed by Barry Jenkins and produced by Dede Gardner is one of the best movie of 2016. Moonlight movie is chosen as the object of the research because there are many pragmatic failures in the subtitles. Therefore, translation errors especially pragmatic failures must be avoided so as not to cause miscommunication and misunderstanding.

Several relevant studies have similarities and differences from this research. The first is a research entitled 'Pragmatic Analysis of Flouting Maxim in Donald Trump's Interview with TIME in the Oval Office 2020' by Isma Farikha Latifatun Nuzulia (2020), the similarities are the theory used by Grice (1975) and the research method, namely the descriptive qualitative method. However, the results of the research are different, previous research concludes about the linguistic feature as a flouting maxim in the manuscript, but this research concludes about the pragmatic failures found in the Moonlight movie.

Furthermore, a study entitled 'Pragmatic Failure of Students Conversation in Speaking Class of XI Grade In Al-Hikmah Tanon' by Fitria and Rahmawati (2020), 'Pragmatic Failure in Interpretation and the Development of Students' Pragmatic Competence in Next Interpreting' by Lu (2019), 'Analysis of Pragmatic Failure and Pragmatic Ability Formation in English Teaching' by Luo (2016) and 'Pragmatic Failure in Listening Class a Case Study of X Grade Students of SMK Tamansiswa Cilacap ', by Pangesti (2014) show similarity towards the main theory, namely the theory of Thomas (1983). There is a difference between the previous studies and this study, the difference is in the discussion, the previous studies discuss pragmatic failure in foreign language teaching in the classroom but this study discusses pragmatic failure in movies.

## **2. LITERATURE REVIEW**

Ghazzoul (2019) conducted a research entitled “Linguistic and Pragmatic Failure of Arab Learners in Direct Polite Requests and Invitations: A Cross-cultural Study”. This research analyzes the cross-cultural pragmatic failure in polite requests among Arab participants from different cultural backgrounds, and reattempts to test [validate] the universality of Speech Act Theory and Theory of Politeness. The results of the qualitative data analysis have shown that almost all participants favour conventionally direct strategies in requests and invitations to express politeness and hospitality. A research from Ghazzoul gives contribution to this research such as to explore about pragmatic failure especially about Speech Act Theory and Theory of Politeness and how they work. A clear-cut difference between this research and the writer’s research is about the source of data, his research source of data were Arab learners, while this research uses Moonlight movie as the research source of data.

Almahameed and Al-Ajalein (2019) conducted a research entitled “Pragmatic Failure Committed by Jordanian Undergraduate EFL Learners”. The research aims at shedding light on pragmatic failure committed by Jordanian learners of English when producing some language functions in light of two variables; gender and power. The data was collected through a completion test including four items representing four language functions: accepting compliment, asking for permission, expressing congratulation and expressing condolence. The findings of the research revealed that the tested students showed good level of communicative competence. This success is attributed to the use of common (refers to the familiarity and commonality of the expressions) and neutral (i.e. they are not gender or status based expressions) expressions by students when responding to the test items. The pragmatic failure committed by students refer to lack of linguistic competence (i.e, pragnalinguistic failure), socio-cultural differences and pragmatic transfer (i.e. sociopragmatic failure). The contribution of research conducted by Almahameed & Al-Ajalein to this research is the application of pragmatic failure analysis. A clear-cut difference between this research and the writer’s research is about the source of data, his research source of data was completion test, while this research uses Moonlight movie as the research source of data.

Zhaojingya (2016) conducted a research entitled “Reasons and Solutions of Pragmatic Failures in Cross-cultural Communication”. This research analyzes pragmatic failures in cross-culture communication, combining both theoretical and empirical study. The method used in this research was qualitative study to summaries different types of pragmatic failure

and tries to find solutions to solve the pragmatic failure in cross-cultural communication. Although many things which result in pragmatic failure are various, the main reasons are linguistic knowledge, culture backgrounds and values and ethnical principle and so on. Declining and avoiding pragmatic failure play vital roles in achieving successful cross-cultural communication. Thus, can improve pragmatic competence and Cultivate Cross-cultural Awareness. The contribution of research conducted by Zhaojingya to this research is introducing reasons and solutions of pragmatic failures. A clear-cut difference between this research and the writer's research is about the problem of research. The problem in his research only focuses on the reasons and solutions of pragmatic failures in cross-cultural communication, while in this research also sought the types of pragmatic failures.

### **3. RESEARCH METHODS**

#### **3.1 Research Design**

The method used in this research is descriptive method, namely research that aims to make a description, a systematic, factual and accurate description of the facts, the properties and the relationship between the phenomena investigated (Nazir, 2005:54). This research also uses an inductive approach to qualitative research to explain the relationship between theory and the problem under research.

#### **3.2 Data and Data Source**

The data used in this research are dialogues in the form of spoken speech in English (Source Text) and subtitles in Indonesian (Target Text).

The data source for this research is the Moonlight movie. The movie was taken from youtube (<https://www.youtube.com/watch?v=up6MRruItnc>). Moonlight is an English-language movie directed by Barry Jenkins in 2016. The total duration of the movie is one hour and fifty-five minutes. The Moonlight movie itself is about the life of an African-American man named Chiron in three phases of life.

#### **3.3 Data Collection Technique**

Data collection methods in this research are listening and note taking (Mahsun, 2005). The listening technique is performed on spoken utterances in English language as the source text (ST) on the movie titled Moonlight. Listening on the data source is called as a competent, free listening technique (Mahsun, 2005:93), it means that the researcher only acts as an observer of the Moonlight subtitles and is not involved in the subtitling process. Mahsun (2005:93) says that note taking technique is an advanced technique that is carried out when applying the listening method. The note taking technique is chosen by the researcher because the data are verbal (ST) and written (TT). The researcher did note taking on spoken utterances in English and subtitles in Indonesian (scanning process) on the movie titled Moonlight at the time of the listening method.

#### **3.4 Data Analyzing Technique**

The data analysis technique used in this research is the data analysis technique of Miles and Huberman's (2014) Interactive Model Techniques. In this model there are four

components of analysis, namely: data collection, data condensation, data display, and conclusion.

The first step in data analysis is data collection. The researcher collected source text in the form of utterances in English and target text or subtitles in Indonesian to be analyzed and focused on the types of pragmatic failures, why pragmatic failures can occur and how to overcome the pragmatic failures. Listening to the utterances from Moonlight movie and note taking are the ways to collect the data.

The second step in the data analysis activity is data condensation. In this step, the data in the previous step are reduced by summarizing and sorting data that only related to the problem of the research, that are, data that has pragmatic failures in it. Then, the data are classified according to the type of pragmatic failures, whether pragmalinguistic failure or sociopragmatic failure. After the data are classified according to the type of pragmatic failure, a clear reason according to the theory why pragmatic failures occurred in the data is given and the last the researcher find out how to overcome the pragmatic failures. For simplicity, the coding is done. Each data are coded with a number. Coding made based on order subtitle. Everything done at this step is consistent with the theory used.

The next step in data analysis is data display. In this step, the data that have been created in the condensation data are tabulated and displayed. These data are in the form of words, phrases, clauses and sentences. The purpose in this step is to provide a brief description of all the data and help the readers easily interpret the data.

The third step in the data analysis is conclusion (drawing and verification), namely the step conducted by the researcher to conclude the problem of research and achieve objective of the research. Based on the findings and interpretation, the data are then verified and concluded in relation to research questions.

#### **4. FINDINGS**

Larson (1984) says that a good translation product must meet the criteria of accuracy, clarity and naturalness. To identify pragmatic failures in a translation, the translation accuracy assessment is performed using an instrument that is modified from Accuracy Rating (Nababan, 2003:50) and Translation Assessment Signs (Machali, 2000:156-157) with indicators adjusted for pragmatic failure criteria, which consist from two categories, namely: (1) correct and (2) incorrect. The correct category consists of five indicators, namely: (1) no meaning distortion, (2) almost does not feel like a translation, (3) no spelling mistakes, (4) no grammatical error or deviation, and (5) no errors in the use of the term. The incorrect category consists of five indicators, namely: (1) there is a distortion of meaning, (2) feels like a translation, (3) there is a spelling mistake, (4) there is a grammatical error or deviation, and (5) there is an error in the use of the term. The correct category means Moonlight movie subtitles do not contain pragmatic failures and vice versa.

The data in the research of pragmatic failure in the subtitles of Moonlight movie amounted to 482 consisting of source texts that are not translated to the target texts and source texts that are translated to the target texts. Source texts that are not translated into target texts are 10 data.

Source texts that are not translated into the target texts were not analyzed to see the pragmatic failures, so the above ten data were not read and checked. Meanwhile, there are

472 source texts that are translated into target texts which consist of source texts that are translated correctly into the target texts and source texts that are translated incorrectly into the target texts. Source texts correctly translated into target texts are 296 data.

The subtitles of Moonlight movie that were considered correct were subtitles that did not contain pragmatic failures. On the other hand, there are 176 source texts that are translated incorrectly into target texts.

Based on the translation accuracy assessment using accuracy rating and translation rating signs, then Moonlight movie subtitles which were considered incorrect are subtitles that contained pragmatic failures. The subtitles that were considered incorrect met one of the five indicators of inaccuracy in translation, as follows:

1. There is a Distortion of Meaning  
Source Text : *You all right now, until my girl come get you, though.*  
Target Text : *Nah sekarang kau tunggu disini, tunggu hingga cewekku membawamu.*
2. There is a Mistake in Using the Term  
Source Text : *Come on, bro, catch that nigga!*  
Target Text : *Ayo, bro, tangkap gay itu!*

From the results of the subtitle assessment in Moonlight movie subtitles, only two indicators of incorrect are met, namely: (1) there is a distortion of meaning and (2) there is a mistake in using the term.

The incorrect subtitles were then described using theories from a pragmatics point of view called the pragmatic failure. Pragmatic failure is divided into two, namely pragmalinguistic failure (Thomas: 1999) and sociopragmatic failure (Thomas: 1983). In this research only purposive samplings were presented because there were many similar data.

Thomas (1983) stresses the importance of mastering pragmatic competence so that pragmatic failures do not occur in a communication act. There are two pragmatic failures according to Thomas, namely pragmalinguistic failure and sociopragmatic failure.

Gunarwan (2005:1-10) states that only four pragmatic views can be applied in the field of translation, specifically to analyze pragmatic failures in translation, namely (1) speech acts, (2) deixis, (3) principles of cooperation, and (4) the principle of politeness. Speech acts and deixis are pragmatic views used to analyze pragmalinguistic failures in translation. The principle of cooperation and the principle of politeness are pragmatic views used to analyze sociopragmatic failures in translation.

In this research, pragmalinguistic failure and sociopragmatic failure were found in the subtitles of Moonlight movie.

#### **4.1 Pragmalinguistic Failures in the Subtitles of Moonlight Movie**

Pragmalinguistic failure in the subtitles of Moonlight movie is the failure of the translator to convey the pragmatic force associated with a speech or sentence construction contained in the source text into the target text (Thomas, 1999:163). In principle, this failure is related to the failure of the use of knowledge about the rules of grammar commonly used

by translators to express certain utterances in accordance with the context of the situation. Gunarwan (2005:1-10) states that only four pragmatic views can be applied in the field of translation, specifically to analyze pragmatic failures in translation, namely (1) speech acts, (2) deixis, (3) principles of cooperation, and (4) politeness principle. Speech acts and deixis are pragmatic views used to analyze pragmalinguistic failures in the subtitles of Moonlight movie. Therefore, the basic aspects of pragmalinguistic failure analyzed in this research are: (1) failure to transfer speech acts on source text into target text and (2) failure to transfer deixis on source text into target text.

#### **4.1.1 Failure to Transfer Speech Acts**

According to the theory of Searle (1969), the transfer of speech acts on source text into the target text consists of 5 types of speech act transfers, namely (1) transfer of representative speech acts, (2) transfer of directive speech acts, (3) transfer of expressive speech acts, (4) transfer of commissive speech acts, and (5) transfer of declarative speech acts.

##### **Example of Failure to Transfer Representative Speech Act**

Source Text : *I don't got the ball no more!*

Target Text : *Aku tak lihat bolanya lagi!*

Suggested Subtitle : *Aku tak punya bola lagi!*

Analysis : The utterance 'I don't have the ball no more!' is a representative speech act, which is a speech act that binds the speaker to the truth of what he says. With this utterance, the boy assured his friends that he didn't have any more balls. On the target text, the utterance 'I don't have the ball no more!' translated as 'Aku tak lihat bolanya lagi!'. The translator changed the meaning. What the boy means in the movie was that he did not have the ball anymore, the boy did not mean to say that he did not see the ball. So it can be concluded that there is a failure to transfer representative speech act on the source text into the target text. The suggested subtitle revision of the failure to transfer the representative speech act is by changing 'aku tak lihat bolanya lagi' to 'aku tak punya bola lagi'.

Little Chiron was watching his friends who were playing football on a wide field. But he did not dare to play football with his friends because his friends often bullied him, so he only watched from a distance. In the movie, the ball which those boys played was lost because it was kicked hard by one of the boy. Those boys asked another ball from one of the boys. That boy said to his friends "I don't have the ball no more!".

##### **Example of Failure to Transfer Directive Speech Act**

Source Text : *Look, man, I don't mean no disrespect or nothing to you.*

Target Text : *Aku tak bermaksud tidak menghormatimu atau apapun.*

Suggested Subtitle : *Lihat, bung, aku tak bermaksud tidak menghormatimu atau apapun.*

Analysis : The utterance 'Look, man, I don't mean no disrespect or nothing to you.' That utterance is directive speech act, which is a speech act carried out by the speaker with the intention that the interlocutor performs the actions mentioned in the utterance. From that utterance, the nigga was asking T to look at him because T was angry and didn't want to look or listen to him anymore. In the target text, the utterance 'Look, man,

I don't mean no disrespect or nothing to you.' translated into 'Aku tak bermaksud tidak menghormatimu atau apapun.' which is a representative speech act. That nigga stated the truth of what he said, without asked T to look at him. The translator changed the meaning from directive speech act to representative speech act. So it can be concluded that there is a failure to transfer the directive speech act on the source text into the target text. The suggested subtitle revision of the failure to transfer the directive speech act is by changing 'Aku tak bermaksud tidak menghormatimu atau apapun.' to 'Lihat, bung, aku tak bermaksud tidak menghormatimu atau apapun.'

A nigga who addicted to drugs asked for drugs from a drug dealer named T. T did not want to give drugs to that nigga because the road conditions were not conducive, many policemen were on patrol at the time. That nigga still forced T to give him drugs, so T was angry. T felt disrespected at the time and did not want to look or talk to that nigga anymore. So that nigga tried to apologize and explain his intentions by saying 'Look, man, I don't mean no disrespect or nothing to you'.

Example of Failure to Transfer Expressive Speech Act

Source Text : *If you were a man there'd be four other knuckleheads sittin' right next to you.*

Target Text : *Kalau kau laki-laki, akan ada empat orang lain yang duduk disebelahmu.*

Suggested Subtitle : *Kalau kau laki-laki, akan ada empat orang bodoh lain yang duduk disebelahmu.*

Analysis : The utterance 'If you were a man there'd be four other knuckleheads sittin' right next to you.' is an expressive speech act, which is the speech act intended by the speaker so that the speech is interpreted as an evaluation of the things mentioned in the speech. With this utterance, the principal criticized and blamed Chiron for being weak and never against Terrel who always bullied him. In the target text, the utterance 'If you were a man there'd be four other knuckleheads sittin' right next to you.' translated as 'Kalau kau laki-laki, akan ada empat orang lain yang duduk disebelahmu'. The translator did not translate 'knuckleheads', which was the main point of the principal's utterance. So it can be concluded that there is a failure of the transfer of expressive speech act on the source text into the target text. The suggested subtitle revision of the failure to transfer the expressive speech act is by changing 'Kalau kau laki-laki, akan ada empat orang lain yang duduk disebelahmu' to 'Kalau kau laki-laki, akan ada empat orang bodoh lain yang duduk disebelahmu.'

Chiron got another bully from his friends at school. Terrel challenged Kevin to beat Chiron through a game which they had done before. Kevin felt hard to accept the challenge, but because Terrel was a very strong man in school, so Kevin had to accept the challenge even though he was reluctant to hit Chiron. Kevin repeatedly beat Chiron, until in the end Terrel and other friends also beat Chiron. Chiron was seriously injured and called to the principal's office. But the school principal could not do much because Terrel was a very strong man in school. The principal could only blamed Chiron because Chiron was too weak, never against Terrel and his friends. Chiron also denied, but the principal stopped Chiron's by saying 'If you were a man there'd be four other knuckleheads sittin' right next to you.'



The principal said that because other men never got bullied like Chiron, because other men always dare to fight Terrel.

Example of Failure to Transfer Commissive Speech Act

Source Text : *I got to get you home, little man.*

Target Text : *Aku akan mengantarmu pulang, anak kecil.*

Suggested Subtitle : *Aku harus mengantarmu pulang, anak kecil.*

Analysis : The utterance 'I got to get you home, little man.' is a

commissive speech act, which is a speech act that binds the speaker to carry out what is stated in the speech. With this utterance, Juan showed that he had to take Chiron back to his house because it was an area that was not good for children. In the target text, the utterance 'I got to get you home, little man.' was translated as 'Aku akan mengantarmu pulang, anak kecil' The translator changed the meaning. In the movie, Juan declared a necessity, not stated that he was going to take Chiron home. So it can be concluded that there is a failure to transfer commissive speech act on the source text into the target text. The suggested subtitle revision of the failure to transfer the commissive speech act is by changing 'Aku akan mengantarmu pulang, anak kecil.' to 'Aku harus mengantarmu pulang, anak kecil.'

One day when Juan was on a street full of drugs, he saw a little boy named Chiron being chased by several boys. Chiron looked very scared and ran very fast. Chiron was hiding somewhere so the boys could not find him. Juan followed Chiron and met Chiron, asking why Chiron was chased by several boys, but Chiron did not want to answer at all. Finally, Juan offered to take Chiron home because the place was not good for children.

Example of Failure to Transfer Declarative Speech Act

Source Text : *Don't be drinking none of this gummy juice, shit'll kill you.*

Target Text : *Jangan minum jus ini, akan membunuhmu.*

Suggested Subtitle : *Jangan minum jus bergetah ini, akan membunuhmu.*

Analysis : The utterance "Don't be drinking none of this gummy juice,

shit'll kill you." is declarative speech act, which is speech act intended by the speaker to create new things such as status or circumstances and so forth. With this utterance, Terrel prohibited Kevin from drinking the juice that Kevin was enjoying, so that Terrel could take and drink the juice. The utterance "Don't be drinking none of this gummy juice, shit'll kill you." translated to 'Jangan minum jus ini, akan membunuhmu'. The translator did not translate the word "gummy". So it can be concluded that there is a failure to transfer declarative speech act in the source text into the target text. The suggested subtitle revision of the failure to transfer the declarative speech act is by changing 'Jangan minum jus ini, akan membunuhmu' to 'Jangan minum jus bergetah ini, akan membunuhmu.'

Kevin was eating his lunch and enjoying his juice in the school canteen. Terrel suddenly met Kevin and said jokingly 'Don't be drinking none of this gummy juice, shit'll kill you.'

#### **4.1.2 Failure to Transfer Deixis**

According to Levinson's theory (1983), failure to transfer deixis in source text into the target text consists of failure to transfer five types of deixis, namely: (1) failure of persona deixis transfer, (2) failure of place deixis transfer, (3) failure of time deixis transfer, (4) failure of diversion of discourse deixis, and (5) failure of social deixis transfer.

Example of Failure to Transfer Person Deixis

Source Text : *We was calling you Tyson after that shit.*

Target Text : *Setelah itu dia memanggilmu Tyson.*

Suggested Subtitle : Setelah itu kami memanggilmu Tyson

Analysis : The utterance 'We was calling you Tyson after that shit.'

contains person deixis in the word 'we'. Person deixis is the giving of forms to participants in language events that have a changing or shifting reference in accordance with the dimensions of space and time when spoken by the speaker or spoken to. Basically, the pronoun 'we' means 'kami' which is a plural pronoun. In this utterance, the word 'we' refers to Terrel and his other friends simultaneously. In the target text the pronoun 'we' is translated as 'dia'. So the translator failed to understand and translate the person deixis in the source text into the target text. The suggested subtitle revision of the failure to transfer person deixis by changing 'Setelah itu dia memanggilmu Tyson.' to 'Setelah itu kami memanggilmu Tyson.'

When Kevin was enjoying his lunch, Terrel approached him, reminding him of the past when Kevin beat one of his friends until battered. After that incident, Kevin's friends called Kevin "Tyson". Terrel reminded the incident to Kevin by saying 'We was calling you Tyson after that shit'.

Example of Failure to Transfer Place Deixis

Source Text : *Don't you get up, bruh, you stay down!*

Target Text : *Jangan bangun, bro, tetap disana!*

Suggested Subtitle : Jangan bangun, bro, tetaplah di bawah!

Analysis : The utterance 'Don't you get up, bruh, you stay down!'

The adverb of place 'down' is the place deixis used by Kevin in his utterance. Place deixis is the giving of a form to the location according to the participant in a language event that has a changing or shifting reference in accordance with the dimensions of space and time when spoken by the speaker or invited talking. In his utterance, Kevin mentioned 'Don't you get up, bruh, you stay down!', which means 'Jangan bangun, bro, tetaplah di bawah!', but the translator translated it to 'Jangan bangun, bro, tetap disana!'. The translator translated it unclearly. It can cause misunderstanding for those who watch this movie and read the subtitle. The word 'disana' is not clear, the translator had to translate it clearly based on the utterance. So it can be concluded that the translator failed to understand and translate the place deixis references in the source text into the target text. The suggested subtitle revision of the failure to transfer place deixis by changing 'Jangan bangun, bro, tetap disana!' to 'Jangan bangun, bro, tetaplah di bawah!'

After Kevin accepted Terrel's challenge in the canteen, it was the time for Kevin to fulfill his promise to Terrel. Kevin began to beat Chiron until he fell. Every time he fell, he always tried to get up. In the game, if the target was still able to get up, then he had to be beaten again. Then Kevin must hit Chiron again. Kevin could not hold back his sadness when he had to hit Chiron. His friends kept shouting so that Kevin kept hitting Chiron because Chiron kept getting up. Finally Kevin said 'Don't you get up, bruh, you stay down!' so that Kevin didn't need to hit Chiron anymore.

Example of Failure to Transfer Time Deixis

Source Text : *Anyway, man, I just... I just thought about you.*

Target Text : *Oh ya, sobat, aku hanya... aku hanya sedang memikirkanmu.*

Suggested Subtitle : *Oh ya, sobat, aku hanya... aku hanya memikirkanmu.*

Analysis : In this utterance, the utterance 'I just thought about you' is time deixis that Kevin used in his utterance. Time deixis is giving a form in a time span that has a reference to change or move according to the dimensions of space and time when spoken by the speaker or spoken to. The utterance 'I just thought about you' means that Kevin thought about Chiron before he called him or in the past before the utterance was spoken. This is evidenced by the use of verb two 'thought'. But the translator translated it to 'Oh ya, sobat, aku hanya... aku hanya sedang memikirkanmu', which means Kevin is thinking about Chiron when they are calling. So it can be concluded that the translator failed to understand and translate the time deixis in the source text into the target text. The suggested subtitle revision of the failure to transfer time deixis by changing 'Oh ya, sobat, aku hanya... aku hanya sedang memikirkanmu' to 'Oh ya, sobat, aku hanya... aku hanya memikirkanmu.'

When Chiron became a teenager, he still got bullies from Terrel and his other friends. But he was impatient, finally he took revenge on Terrel. One day he hit Terrel's head with a chair and beat Terrel until Terrel could no longer move. Finally he was imprisoned because of his actions. For years he lived in prison until he became an adult. When he was an adult and out of prison, he never met his old friends anymore, including Kevin. Until one day Kevin called him. He was shocked because he got a telephone from the man he loved who had not met for a long time, namely Kevin. Chiron asked Kevin why Kevin called him, then Kevin answered 'Anyway, man, I just ... I just thought about you.'

Example of Failure to Transfer Discourse Deixis

Source Text : *Would you like that?*

Target Text : *Apa kau suka?*

Suggested Subtitle : *Apa kau suka itu?*

Analysis : The utterance 'Would you like that?' contains discourse deixis on the word 'that'. Discourse deixis is a reference to certain parts of the discourse that have been given or are being developed that have references to change or move according to the dimensions of space and time when spoken by the speaker or spoken to. Discourse deixis includes anaphoric and cataphoric. Anaphoric is the reappointment to something that is mentioned earlier in the discourse with repetition or substitution. Cataphoric is designation for something which is called later. The word 'that' is the anaphoric discourse deixis. In the target text, the word 'that' is not translated. So it can be concluded that the translator failed to understand and translate the discourse deixis reference which is referred to as the failure of the deixis discourse transfer in the source text into the target text. The suggested subtitle revision of the failure to transfer discourse deixis by changing 'Apa kau suka?' to 'Apa kau suka itu?'.

Juan brought Chiron to his house because Chiron did not want to be taken home. Arriving at Juan's house, Teresa prepared food for Chiron and Chiron enjoyed the meal. Chiron still did not want to be taken home by Juan, until finally Teresa offered Chiron to

stay at his house, then Teresa asked whether Chiron liked the offer or not by saying 'Would you like that?'

Example of Failure to Transfer Social Deixis

Source Text : *Come on, bro, catch that nigga!*

Target Text : *Ayo, bro, tangkap gay itu!*

Suggested Subtitle : *Ayo, bro, tangkap negro itu!*

Analysis : In this utterance, the pronoun 'nigga' was social deixis. Social deixis is a reference that is stated based on social differences that affect the role of the speaker and listener who has a reference to change or move according to the dimensions of space and time when spoken by the speaker or spoken to. The pronoun 'nigga' is a social deixis in the category of using ridicule forms for black people. Basically, the pronoun 'nigga' has the meaning 'negro'. The use of this pronoun is deliberately used by that boy because he wanted to emphasize a strict reference to ridicule or bullying expressions against Chiron. In the target text, the pronoun 'nigga' was translated as 'gay'. The translator changed the original meaning. So it can be concluded that the translator failed to understand and translate the source text into the target text, which was referred as the failure to transfer social deixis in the source text into the target text. The suggested subtitle revision of the failure to transfer social deixis by changing 'Ayo, bro, tangkap gay itu!' to 'Ayo, bro, tangkap negro itu!'

#### **4.2 Sociopragmatic Failures in the Subtitles of Moonlight Movie**

In the subtitles of Moonlight movie there is a sociopragmatic failure. Thomas (1983:99) says that sociopragmatic failure is a failure to convey social, cultural and interactional rules to a form of speech contained in the source text into the target text. Sociopragmatic failure is related to the failure of the translator to use a form of speech in accordance with social, cultural, and interactional rules. Gunarwan (2005:1-10) states that only four pragmatic views can be applied in the field of translation, specifically to analyze pragmatic failures in translation, namely (1) speech acts, (2) deixis, (3) principles of cooperation, and (4) principle of politeness. Principle of cooperation and principle of politeness were pragmatic views used to analyze sociopragmatic failures in translation. Therefore, sociopragmatic failures analyzed in the subtitles of Moonlight movie were: (1) failure to transfer the principle of cooperation in source text to target text and (2) failure to transfer politeness principles to source text into target text. But in this research, no failure was found to transfer the politeness principle in the source text to the target text, that was because every actor who played in the Moonlight movie did not pay attention to the principle of politeness, they spoke directly without the principle of politeness.

##### **Failure to Transfer Principle of Cooperation**

Grice (1975) states that the failure to transfer principle of cooperation in source text into the target text consists of failure to transfer four conversational maxims, namely: (1) failure to transfer quantity maxims, (2) failure to transfer quality maxims, (3) failure to transfer relevance maxims, and (4) failure to transfer implementation maxims.

Example of Failure to Transfer Quantity Maxim

Source Text : *Why she got to compliment a nigga for?*

Target Text : *Untuk apa dia harus memuji apa yang dimiliki orang negro?*

Suggested Subtitle : *Kenapa dia harus memuji negro?*

Analysis : When Kevin said 'Why does he have to compliment a nigga for?' showed that Kevin contributed only the information needed and did not make a more informative contribution than was needed. This showed as a speaker that Kevin had met the quantity maxim in the principle of cooperation. On the target text, the utterance 'Why does she have to compliment a nigga for?' translated as 'Untuk apa dia harus memuji apa yang dimiliki orang negro?' to the target text, the translator added more informative contribution than was needed by adding 'apa yang dimiliki'. So it can be concluded that there is a failure to transfer the quantity maxim in the source text into the target text. The suggested subtitle revision of the failure to transfer quantity maxim by changing 'Untuk apa dia harus memuji apa yang dimiliki orang negro?' to 'Kenapa dia harus memuji negro?'

Example of Failure to Transfer Quality Maxim

Source Text : *It's in the cut.*

Target Text : *Ada di tas.*

Suggested Subtitle : *Ada di dalam galian.*

Analysis : When T said 'It's in the cut', T indicated that in the speech event T contributed correct information supported by adequate evidence regarding where the drugs were sold. It showed that as speaker T had fulfilled the quality maxim in the principle of cooperation. In the subtitles, the sentence 'It's in the cut' was translated as 'ada di tas'. In the target text the translator changed the expression of the true meaning, that the rest of the drug was not inside 'tas' but inside 'galian'. In the movie, it was very clear when T pointed to an excavation (galian) containing drugs. So there is a failure to transfer the quality maxim in the source text into the target text. The suggested subtitle revision of the failure to transfer quality maxim by changing 'ada di tas' to 'ada di dalam galian'.

Example of Failure to Transfer Relevance Maxim

Source Text : *You all right now, until my girl come get you, though.*

Target Text : *Nah sekarang kau tunggu disini, tunggu hingga cewekku membawamu.*

Suggested Subtitle : *Kau baik-baik saja sekarang, sampai cewekku datang menjemputmu.*

Analysis : The utterance showed that in the speech event Juan made a relevant contribution to the issue of the conversation that he assured Chiron that Chiron was safe, there were no more boys bullying him. It showed as the speaker Juan had been met the maxim of relevance in the principle of cooperation. On the target text, 'You all right now, until my girl come get you, though.' translated to 'Nah sekarang kau tunggu disini, tunggu hingga cewekku membawamu'. In the target text, there was a distortion of meaning, the translator translated the source text into irrelevant which removed the true meaning that Juan wanted to convince Chiron that he was safe. So it can be concluded that there is a failure occurred in transferring the relevance maxim. The suggested subtitle revision of the failure to transfer relevance maxim by changing 'Nah sekarang kau tunggu disini, tunggu hingga

cewekku membawamu.’ to ‘Kau baik-baik saja sekarang, sampai cewekku datang menjemputmu.’

Example of Failure to Transfer Implementation Maxim

Source Text : *Some boys chased him.*

Target Text : *Ada anak-anak yang mengejanya.*

Suggested Subtitle : *Beberapa anak lelaki mengejanya.*

Analysis : Juan pointed out that in the speech event Juan gave information that was direct and not obscure that he revealed the actual conditions experienced by Chiron. This showed that Juan had fulfilled the implementation maxim in the principle of cooperation. On the target text, the sentence 'Some boys chased him.' translated to 'Ada anak-anak yang mengejanya.' In the target text the translator turned the speech into unclear with using the words 'ada anak-anak'. There was no known gender and number of children chasing after Chiron. So it can be concluded that there is a failure to transfer the implementation maxim in source text into the target text. The suggested subtitle revision of the failure to transfer implementation maxim by changing 'Ada anak-anak yang mengejanya.' to 'Beberapa anak lelaki mengejanya'.

## 5. DISCUSSION

As the findings present, pragmatic failure analysis in the subtitles of Moonlight movie is based on the type of pragmatic failures. The data in the research of pragmatic failure in the subtitles of Moonlight movie amounted to 482 consisting of source texts that are not translated to the target texts and source texts that are translated to the target texts. Source texts that are not translated into target texts are 10 data. Source texts that are not translated into the target texts are not analyzed to see the pragmatic failures, so the above ten data are not read and checked. Meanwhile, there are 472 source texts that are translated into target texts which consist of source texts that are translated correctly into the target texts and source texts that are translated incorrectly into the target texts. Source texts correctly translated into target texts are 296 data. The subtitles of Moonlight movie that were considered correct are subtitles that do not contain pragmatic failures. On the other hand, there are 176 source texts that are translated incorrectly into target texts which are divided into 136 pragmalinguistic failures and 40 sociopragmatic failures.

Pragmalinguistic failures found in the subtitles of Moonlight movie divided into failure to transfer speech act from source text to target text and failure to transfer deixis from source text to target text. Then sociopragmatic failures found in the subtitles of Moonlight movie only consisted of failure to transfer the principle of cooperation from source text to target text and no failure found to transfer the principle of politeness from source text to target text in the subtitles of Moonlight movie. That is because every actor in the movie spoke directly without using the principle of politeness.

Each data displayed is given a numeric code. The number is a sequence number of subtitles. The purpose is to make readers easier to mark the data.

Compared with previous research entitled 'Pragmatic Analysis of Flouting Maxim in Donald Trump's Interview with TIME in the Oval Office 2020' by Nuzulia (2020), this research has the same theory, namely the theory of Grice (1975) to find out the maxim and

the theory of Thomas (1983) to find out the pragmatic failures in general. In addition, the similarity is found in the method used, namely the descriptive qualitative method because the object of research in these two studies is a transcript containing utterances. On the other hand, previous research does not focus on pragmatic failures in movie, but focus on pragmatics in the world of politics.

The second, third, fourth and fifth previous research entitled 'Pragmatic Failure of Students Conversation in Speaking Class of XI Grade In Al-Hikmah Tanon' by Fitria and Rahmawati (2020), 'Pragmatic Failure in Interpretation and the Development of Students' Pragmatic Competence in Next Interpreting' by Lu (2019), 'Analysis of Pragmatic Failure and Pragmatic Ability Formation in English Teaching' by Luo (2016) and 'Pragmatic Failure in Listening Class a Case Study of X Grade Students of SMK Tamansiswa Cilacap ', by Pangesti (2014) have similar results with this research. The second and the fifth previous research show pragmalinguistic failure which occurred the most than sociopragmatic failure, it is the same as this research. The third and the fourth previous research have a similarity with this research towards the main theory, namely the theory of Thomas (1983).

Thus, this research complements the results of all previous studies that pragmatic failure can be analyzed using the theory of Thomas (1983), then shows that pragmalinguistic failure occurs more frequently than sociopragmatic failure. Previous studies discuss pragmatic failures in English learners in the classroom, while this study discusses pragmatic failures in a movie.

## **6. CONCLUSION**

There are one hundred and seventy-six Moonlight movie subtitles identified as containing pragmatic failure. The pragmalinguistic failure contained in the subtitles of Moonlight movie consisted of the failure to transfer speech acts and deixis from the source text into the target text. The failure to transfer speech acts from the source text into the target text consisted of failure to transfer five types of speech acts, namely: (1) failure to transfer representative speech acts, (2) failure to transfer directive speech acts, (3) failure to transfer expressive speech acts, (4) failure to transfer commissive speech acts, and (5) failure to transfer declarative speech acts. Failure to transfer deixis from source text into the target text consisted of failure to transfer five types of deixis, namely: (1) failure to transfer person deixis, (2) failure to transfer place deixis, (3) failure to transfer time deixis, (4) failure to transfer discourse deixis, and (5) failure to transfer social deixis. The sociopragmatic failure contained in the subtitles of Moonlight movie consisted of the failure to transfer the principle of cooperation from the source text to the target text. Failure to transfer the principle of cooperation from source text into the target text consisted of failing to transfer four maxims of conversation, namely: (1) failure to transfer quantity maxim, (2) failure to transfer quality maxim, (3) failure to transfer relevance maxim, and (4) failure to transfer implementation maxim.

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