THE ANALYSIS OF TRANSLATION TECHNIQUES OF NEGATIVE POLITENESS UTTERANCES IN *WICKED* (2024) MOVIE

SKRIPSI

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ENGLISH LITERATURE STUDY PROGRAM

FACULTY OF LETTERS AND LANGUAGES

UNIVERSITAS KRISTEN INDONESIA

JAKARTA

2026

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Submitted to fulfill the academic requirements for Sarjana Sastra (S.S.) degree in the English Literature Study Program, Faculty of Letters and Languages, Universitas Kristen Indonesia

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3. not a translation work from a collection of reference books or journals listed in the reference to the assignment.

If it is proven that I do not fulfill what is stated above, then this final project is considered null and void.

Jakarta, June 26th, 2026



Caecillia Tiara

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Jakarta, June 17th, 2026

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis strategi kesantunan negatif, emosi yang tercermin di balik tuturan, serta teknik penerjemahan yang digunakan dalam subtitle bahasa Indonesia pada film Wicked (2024). Penelitian ini dilatarbelakangi oleh kenyataan bahwa tuturan kesantunan negatif tidak hanya berfungsi untuk menjaga hubungan sosial, tetapi juga menyampaikan emosi secara tidak langsung. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan metode Qualitative Content Analysis (QCA). Data berupa dialog berbahasa Inggris dan subtitle bahasa Indonesia yang mengandung tuturan kesantunan negatif dianalisis menggunakan teori kesantunan Brown dan Levinson (1987), teori komunikasi emotif Caffi dan Janney (1994) yang didukung oleh Sharkov et al. (1994), serta teori teknik penerjemahan Molina dan Albir (2002). Sebanyak 16 tuturan kesantunan negatif ditemukan dalam film, dengan strategi yang paling dominan adalah be conventionally indirect dan hedge. Analisis menunjukkan bahwa strategi-strategi tersebut digunakan untuk mengurangi ancaman terhadap negative face sekaligus menyampaikan emosi seperti kesedihan, keraguan, ketakutan, keputusasaan, kegembiraan, hingga kepedulian yang disembunyikan. Dari sisi penerjemahan, ditemukan tujuh teknik, yaitu literal translation, established equivalent, reduction, linguistic compression, adaptation, modulation, dan amplification, dengan literal translation sebagai teknik yang paling sering digunakan. Hasil penelitian juga menunjukkan bahwa sebagian besar subtitle berhasil mempertahankan makna pragmatik kesantunan negatif, meskipun beberapa nuansa ketidaklangsungan dan emosi berkurang akibat penggunaan teknik reduction dan linguistic compression. Penelitian ini menyimpulkan bahwa kesantunan negatif dalam Wicked (2024) berfungsi tidak hanya sebagai strategi kesantunan, tetapi juga sebagai sarana penyampaian emosi secara implisit. Selain itu, penerjemahan subtitle perlu mempertahankan makna pragmatik dan emosional agar maksud komunikasi dalam bahasa sumber tetap tersampaikan kepada penonton bahasa sasaran.

Kata kunci*: *negative politeness, komunikasi emotif, emosi tersembunyi, teknik penerjemahan, Wicked (2024)

ABSTRACT

This study aims to analyse negative politeness strategies, the hidden emotions reflected in the utterances, and the translation techniques used in the Indonesian subtitles of *Wicked* (2024). The study is based on the assumption that negative politeness functions not only to maintain social relationships but also to express emotions indirectly. This research employs a qualitative descriptive approach using Qualitative Content Analysis (QCA). The data consist of English dialogues and their Indonesian subtitles containing negative politeness utterances. The analysis applies Brown and Levinson's (1987) politeness theory, Caffi and Janney's (1994) theory of emotive communication supported by Sharkov et al. (2022), and Molina and Albir's (2002) translation techniques. A total of 16 negative politeness utterances were identified, with be conventionally indirect and hedge emerging as the most frequently used strategies. The findings reveal that these strategies are employed not only to minimize face-threatening acts but also to convey hidden emotions such as grief, hesitation, fear, desperation, excitement, and concern. Seven translation techniques were identified: literal translation, established equivalent, reduction, linguistic compression, adaptation, modulation, and amplification, with literal translation being the dominant technique. The findings also indicate that most Indonesian subtitles successfully preserve the pragmatic meaning of negative politeness. However, some nuances of indirectness and emotional expression are weakened due to the use of reduction and linguistic compression. This study concludes that negative politeness in *Wicked* (2024) serves both interpersonal and emotional functions. Furthermore, subtitle translation should preserve not only the linguistic meaning but also the pragmatic and emotional meanings to ensure that the communicative intention of the source language is effectively conveyed to the target audience.

Keywords: negative politeness, emotive communication, hidden emotions, translation techniques, *Wicked* (2024)