Translations Strategies Through
Pragmatic Lens: Speech Act Analysis on The Campaign Media

Risma Julistiana[1*], Wida Mulyanti[2], Setyo Wati[3]
English Education Department, Faculty of Education and Teacher's Training, Universitas Perjuangan Tasikmalaya[1,2,3]
risma@unper.ac.id[1] , widamulyanti@unper.ac.id[2], setyowati@unper.ac.id[3]
*corresponding author

Abstrak

Communication plays an essential role in transporting messages, feelings, ideas, or even an influence. They are transmitted both verbally and non-verbally. This study elaborates on the use of speech acts in campaign advertising, specifically on billboards and posters as a means of conveying a candidate's message through written communication in non-English languages in Tasikmalaya City. The capacity to use language in an assortment of settings while reflecting the relationship between the speakers and social cultural context of the situation is known as pragmatic competence. This research is a descriptive qualitative study; data analysis was conducted in two steps. firstly, it was carried out through a translation process which was done by English Education Department students in varied study grades; furthermore, the translation result was analyzed by the researcher to seek Chesterman's translation strategy through the lens of Pragmatics. The writer applied Miles and Huberman's data reduction, data display, and conclusion drawing to analyse the data. The data reduction categorized the message into several categories of illocutionary acts using the translations that have been organized, then it was continued by classifying them according to Searle's theory of speech act. This study shows that coherence change at 42.3%, trans editing at 23.1%, explicit change at 19.2%, cultural filtering at 11.5%, and illocutionary change at 3.8%; those reflect the translation strategy usage. Furthermore, the illocutionary act shows assertive 58.3%, directive 25%, and commissive 16.7%. Moreover, the pedagogical implications of the analysis are leading students to the awareness that translation can be done using various strategies, enhancing students' understanding of translation strategies, and sharpening students' critical thinking.

Keywords: *Communication; Media; Speech Act; Translation Strategy*

Abstract

Komunikasi memiliki peran penting dalam menyampaikan pesan, perasaan, ide, atau bahkan sebuah hasutan. Pesan-pesan tersebut disampaikan baik secara verbal maupun non-verbal. Penelitian ini menguraikan penggunaan tindak tutur dalam iklan kampanye, khususnya pada baliho dan poster, sebagai sarana untuk menyampaikan pesan kandidat melalui komunikasi tertulis dalam bahasa non-Inggris di Kota Tasikmalaya. Kemampuan untuk menggunakan bahasa dalam bermacam-macam setting sekaligus merefleksikan hubungan antara penutur dan konteks sosial-budaya situasi yang dikenal dengan kompetensi pragmatik. Penelitian ini merupakan penelitian kualitatif deskriptif; analisis data dilakukan dengan dua langkah. Pertama, dilakukan melalui proses penerjemahan yang dilakukan oleh mahasiswa Jurusan Pendidikan Bahasa Inggris di berbagai tingkat kelas; selanjutnya, hasil terjemahan dianalisis oleh peneliti untuk mencari strategi penerjemahan Chesterman dalam sudut pandang Pragmatik. Penulis menerapkan reduksi data, penyajian data, dan penarikan kesimpulan dari Miles dan Huberman untuk menganalisis data. Reduksi data mengkategorikan pesan ke dalam beberapa kategori tindak ilokusi dengan menggunakan terjemahan yang telah diorganisir, kemudian dilanjutkan dengan mengklasifikasikannya ke dalam teori tindak tutur Searle. Hasil penelitian menunjukkan adanya perubahan koherensi 42,3%, penyuntingan 23,1%, perubahan eksplisit 19,2%, penyaringan budaya 11,5%, dan perubahan ilokusi 3,8% yang mencerminkan penggunaan strategi penerjemahan. Lebih lanjut, tindak ilokusi menunjukkan tindak asertif 58,3%, directif 25%, dan komisif 16,7%. Selain itu, implikasi pedagogis dari analisis ini adalah mengarahkan peserta didik

pada kesadaran bahwa penerjemahan dapat dilakukan dengan berbagai strategi, meningkatkan kemampuan dalam memahami strategi penerjemahan, dan mengasah kemampuan berpikir kritis.

Kata Kunci: *Komunikasi; Media; Tindak tutu; Strategi penerjemahan*

INTRODUCTION

Converting one language to another is called translation. It can be described as a process of shifting the source language to the target language to achieve equivalence in meaning. Burmakova (2014) says in the translation process we create new texts (target texts) that exist independently from their source texts not only as products of the target language (TL) but also within the target culture. It means the translation process requires strategies that lead to some point of view of the translation's final product. The main goal of translation is to reproduce the source-language message into the receptor language closest natural equivalence in terms of meaning and style. (Nida and Taber, 1982). Thus, the primary point of translation is to meet the equivalent in meaning. However, to deal with it, we should apply some approaches.

Junining and Kusuma (2020) figured out translation approaches in several aspects as Newmark's (1988) dynamic of translation which shows the center of translation is the translator. The translator should understand or, at least, know some concepts both from the SL (source language) and the TL (target language). It is needed to make it easier for the translator to deliver every concept intended by the author of the source-language texts to the target language. Furthermore, Newmark (1982) A translator needs knowledge of both literary and non-literary textual criticism to assess the quality of a text before deciding how to interpret and translate it. We can see that it is reasonable to anticipate that the translator's expertise and experience will have a significant impact on the translation process and will have a direct impact on the competence of the translation they produce.

The translator needs to find and apply the appropriate strategy in doing translation activity. In this study, the investigations of translation strategies are taken from a pragmatic point of view since it investigates how meaning is achieved in some ways. Yule (2006) says Pragmatics is the study of speaker meaning as distinct from word or sentence meaning. Moreover, this study explored the speech act that exists in campaign media (banner and poster) as a communication tool that is mostly used by the candidates.

Campaign communication media in Tasikmalaya City predominantly uses Indonesian and Sundanese languages; this analysis process extends beyond pragmatics directly. Therefore, the analysis process involves translation in pragmatic strategy by Chesterman from the same perspective. The translation results identify the equivalent meaning present in the speech acts, which is further analyzed using Searle's theory to understand the meaning as a whole. The translation process was done by English Education Department students in varied study grades, then the translated results were analyzed by categorizing the translation strategy applied by the translators under the type of Illocutionary act contained in the texts. Both stages aim to analyze the translation strategy and the use of speech acts in the campaign media that are categorized through the lens of pragmatics. The translation stage is the representative of pedagogical implication of this research where the Source Text (ST) is well transferred to the Target Text (TT) for acquiring the equivalence in meaning.

A few studies have looked into the translation approach. Moreover, it gives some insight into arranging this research. Suryatin (2016) says speech on billboards also uses speech acts directly in the form of imperative sentences and indirect speech acts in the form of news sentences. The same

study was conducted by Parthama (2019 he found that the dominant illocutionary act that appears is assertive, additionally, the vocabulary selection. Those reflect the gubernatorial candidate's self-image. Furthermore, Fathonah (2018) resulted the illocutionary acts that appear to are Assertive (stating and reporting); Directive (commanding, requesting, and suggesting); Commissive (promising and offering); Expressive (thanking, and congratulating); and, Declarative (naming). The whole previous study is relevant to the object that arose, yet the researcher is not only concerned with the speech act but also investigates another point of view, which is the translation strategy.

Since this research has two stages, next, some relevant studies have been overviewed to seek the translation strategy that is applied by the students. Nurlaila (2018) shows that eight translation procedures were applied by her students. Meanwhile, Anugrah Latief (2022) examines translation from some perspectives in his study. It shows the percentage of the most frequently used translation strategy is Syntactic Strategies. Next, Aruna (2018) concludes that pragmatics is the study of language with its interpersonal communication which is based on the choices obtained by the speakers and the relationship between the speaker and the listener and translating a text to attain the necessary background information of the source and careful interpretations of the contextual meaning.

The previous studies analyze both speech act and translation; moreover, in this study the researcher combines both investigations in one, to describe the advertising media's message since it possesses a social value in meaning. Here, the entire contents are analyzed with the same angle, Pragmatic, as the gap that she wants to reveal. This research, first of all, figures out the student's ability in doing translation procedures so that it will be an evaluation for further Translation class process. Secondly, the researcher can share the findings with the Pragmatic class as a reference that the authentic material to be investigated can be found not only in the class but also outside the class. Third, it reveals the intended meaning that is delivered in the campaign media as the communication tool to bridge the candidate with the society whether it has relevant content or not.

In numerous ways, pragmatics is the investigation of latent implications, or how we identify implied meanings even without any express declaration. Such identification necessitates a reliance on shared assumptions and expectations by speakers (or writers) while attempting to communicate. The examination of those suppositions and anticipations yields some understanding of how additional information is conveyed beyond verbal expression. According to (Leech, 2011), pragmatics is the study of how listeners add contextual information to semantic structures and how it draws input from what the interlocutor says. Yule (2010) says communication depends on not only recognizing the meaning of words in an utterance but also recognizing what speakers mean by their utterances. The study of what speakers mean, or "speaker meaning," is called pragmatics. Pragmatics is the study of how speakers and writers convey meaning and how listeners and readers interpret that meaning (Fatonah, et al., 2018). It involves understanding the contextual factors that influence communication, such as social norms, cultural expectations, and the speaker's intention. (Gunawan et al., 2018) describe pragmatic competence as the ability to use language forms in a variety of environments, reflecting the relationships between the speakers involved and the social and cultural context of the situation. Thus, pragmatics takes the deep exploration of meaning.

Through the study of pragmatics, we can enhance our ability to communicate effectively and avoid potential misunderstandings. It has been considered that the meaning that can be achieved depends on the way one interprets the meaning of the utterance - what the speaker intended to deliver. The action of the utterance is interpreted as Speech Acts. Yule (2010:133) defines speech acts as the action performed by a speaker with an utterance. The former Speech Act theory belongs to Austin and Searle in the 1980s. Their theory expresses that every time the speaker utters a sentence, they are acting with the words in that sentence. Austin's greatest contribution to speech act theory by sorting speech act into three, for naturally when people speak, they perform three actions simultaneously.

They are illocutionary acts (the act of saying something), illocutionary acts (the act of doing something), and perlocutionary acts (the act of affecting someone). (Dian Safitri & Mulyani, 2021)

Those types of speech acts above, illocutionary acts, are the pragmatic study dominant. According to (Austin, 1967), the illocutionary content of a statement represents the essence of speech acts and, at the same time, focuses on the study of language performatives. It's not only Austin but also (Leech, 2011) has views on speech acts. In this case, Leech shares Searle's view of Austin's; The use of speech act verbs tends to only look at the verb in English it relates one to one to the category of speech act. Leech said that Austin's five categorizations (vindicative, exercive, commissive, be habit, and expositive) contain illocutionary verb errors so Leech formulates illocutionary acts from a functional point of view as different situations demand there are different types of verbs and different degrees of politeness. The scope being aroused in this study is an illocutionary act, for the speaker's statement is directly expressed without any compulsory response by the interlocutor.

At the most general level, Leech's illocutionary functions can be divided into four types according to the relationship of these functions to the social objectives in the form of maintaining polite and respectful behavior:

In numerous ways, pragmatics is the investigation of latent implications, or how we Competitive; Illocutionary goals compete with social goals, e.g.: commanding, asking, demanding, begging.

1. Convivial; illocutionary goals are in line with social goals, e.g: offering/inviting, greeting, congratulating
2. Collaborative; illocutionary goals ignore social goals, e.g.: declaring, reporting, announcing, and teaching.
3. Conflictive; illocutionary goals conflict with social goals, e.g.: threatening, accusing, cursing, and scolding.

Those criteria are developed by Searle (Austin's Student), who argues that Austin's categorization is based only on lexicography as well and the boundaries between the five categorizations are unclear and overlapping. The development categorization is as follows:

1. Assertive
   This illocutionary takes the form of speech that binds the speaker to the truth of the proposition expressed, such as stating, suggesting, boasting, complaining, claiming, and reporting. When viewed from a polite perspective, this illocution tends to be neutral, that is, it is included in the collaboration category.
2. Directives
   This act intended for the interlocutor to do what the speaker says involves ordering, commanding, requesting, advising, and recommending.
3. Commissive
   This illocutionary act involves promising, vowing, and offering. In other words, this illocutionary is related to future action.
4. Expressive
   This form of speech functions to express or show the speaker's psychological attitudes about a situation. i.e.: thanking, congratulating, pardoning, blaming, praising, and condoling. In line with commissive, this illocutionary act fulfills the politeness rule.
5. Declaration
   This illocutionary aims to produce an effect in the form of an action carried out by the speaker or connecting the content of speech with reality. It may show resigning, dismissing, christening, naming, appointing, excommunicating, sentencing. Searle asserts that this type of speech act holds a distinctive quality as it is generally executed by an individual within an institutional context who has been granted the authority to do so. (Umaroh et al., 2017)

Based on the given information above, it can be concluded that Austin, Searle, and Leech all focus on speech acts. However, there is a distinction between Searle and Leech regarding their function. Searle places greater emphasis on the criteria of speakers, while Leech solely critiques speech acts.

As explained earlier, the process of transferring one language to the other is called translation. Some experts define translation in different definition based on their theory. The translation is rendering the meaning of a text into another language that the author intended the text…. A good translation fulfills its intention; in an informative text, it conveys the fact acceptably; in a vocative text, its success is measurable, at least in theory; in an authoritative or expressive text. (Newmark, 1988). Thus, translation involves transferring meaning from the source language to the target language while following the rules of correspondence and considering the entire text material.

In the translation process, translators employ varying procedures to ensure the accurate and appropriate conveying of meaning. It is critical to avoid any subjective evaluations unless they are explicitly marked as such. Lörscher (1991) says a translation strategy is a potentially conscious procedure for the solution of a problem that an individual is faced with when translating a text segment from one language into another. Each strategy employed represents a potentially deliberate approach to resolving translation difficulties between languages. In other words, strategy provides readily available descriptive information regarding certain types of procedural knowledge.

The initial step is to classify the necessary type of strategy. Comprehension strategies have to do with the analysis of the source text and the whole nature of the translation commission; they are inferencing strategies, and they are temporally primary in the translation process. Production strategies are the results of various comprehension strategies: they have to do with how the translator manipulates the linguistic material to produce an appropriate target text. (Chesterman, 2016)

Translation strategies are categorized into two types, comprehension strategies and procedural strategies. In connection with the research carried out, the strategy used is a procedural strategy. Chesterman categorizes procedural strategies into three distinct types: syntactic strategies, semantic strategies, and pragmatic strategies. In this instance, the author solely concentrates on pragmatic strategies as the data examined pertains to speech acts. The study of pragmatic strategies is as follows:

1. Cultural filtering

   This approach may be referred to as naturalization, domestication, or adaptation. This strategy describes how each Source Language (SL) item; especially culturally specific items, is translated as cultural or functional equivalents of the Target Language (TL) so that it conforms to the norms of TL.

2. Explicitness change

   Explicitization is recognized as a prevalent strategy when it comes to translation. This approach focuses on how the translator adds explicit information to the Target Text (TT) that is only implied in the Source Text (ST).

3. Information change

   This strategy can be done by adding new information (couldn't be inference) which are considered relevant to TT readers but is not in ST or removing ST information deemed irrelevant (summarize).

4. Interpersonal change

   This approach alters the degree of formality, emotional attachment, and technical vocabulary employed, every single thing that involves changing the relationship between the text, author, and reader.

5. Illocutionary change

Illocutionary changes are often interconnected with other strategies, for instance changing the mood of a verb from indicative to imperative also entails changing the illocutionary force from a statement to a request.

6. Coherence change

Strategies for changing cohesion are connected to formal markers of cohesion in text, the changes in coherence relate to the logical arrangement of information in the text.

7. Partial translation

This covers any form of partial translation, including summary translation, transcription, and translation of audio.

8. Visibility change

This refers to a shift in the level of the author's presence or the conspicuous inclusion or highlighting the translator's presence, e.g., by adding the footnote.

9. Transediting

An extreme re-editing tendency is required by translators of poorly written original texts. It shows drastic reordering, and rewriting at a more general level than the kind of change that is included in the previously mentioned strategies.

10. Other pragmatic changes

It occurs in some cases related to the usage of language, for instance, the dialect choices in a particular place. It applies to reducing misunderstanding and gaining the comprehension goal.

Those strategies have to do with the sort of information in TT, Dian Safitri, R., & Mulyani, M. (2021) A selection that is governed by the translator's understanding of the knowledge of the proposed readership of the translation. However, the pragmatic strategy goal usually entails significant alterations from the source text, often involving both syntactic and semantic modifications (another Chesterman's theory that isn't explored here).
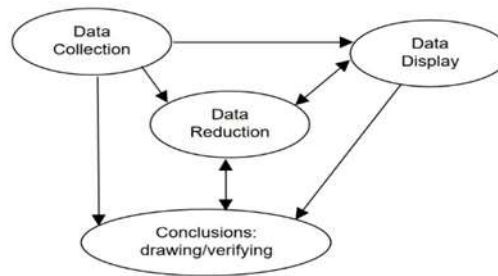
METHODS

In this study, the author employed two distinct approaches: a theoretical approach and a methodological one. The theoretical approach involved the development of a conceptual framework based on existing literature, while the methodological approach focused on collecting and analyzing empirical data. The results obtained from both approaches provide valuable insight into the research topic. The theoretical framework uses a pragmatic approach, wherein the study is grounded on pragmatic theory that perceives a work as a means of achieving certain objectives, derived from empirical observations. Meanwhile, the methodological approach used is descriptive qualitative.

Cresswell expresses qualitative procedures rely on text and image data, have unique steps in data analysis, and draw on diverse strategies of inquiry. (Creswell John W., Creswell J. David. 2018). Descriptive qualitative research entails collecting data to address questions relating to the current state of the study subject and research inquiries. It tries to present the problem based on accurate data, explaining dan describing the topic problem based on the theory used. This approach involves gathering and examining primary non-numerical data acquired through methods such as observations, interviews, recordings, documents, and similar sources.

This study examines 24 speech acts in campaign media that are collected from several locations spread across Tasikmalaya City as primary data. The obtained data then pass the translation process by the respondents. They consist of 9 students from the English Education Department from various grades (first to fourth); moreover, each level comprises three individuals. Each student translated two speech acts. After completing the translation process, the researcher proceeds the data analysis while maintaining objectivity. During the data analysis process, the author employs Miles and Huberman's (1994) theory of data reduction, data presentation, conclusion, and verification. "Data reduction refers to the process of selecting, focusing, simplifying, and transforming the data

that appear in written-up field note or transcription…Generally, a display is an organized, compressed assembly of information that permits conclusion drawing and action….Conclusions are also verified as the analysis proceeds. Verification may be as brief as a fleeting second thought crossing the analyst's mind during writing with a short excursion back to the field notes, or it may be through elaborate lengthy argumentation. (Miles and Huberman, 1994). Three data analysis processes can be seen in the figure below:

Figure 1. Miles and Huberman Qualitative Data Analysis

Source: Miles and Huberman Book entitled Qualitative Data Analysis

Next, the data analysis procedure was conducted in several stages. The first stage involved collecting the data and then analyzing it by interpreting each speech act in the source language and English as the target language. Second, classify the data in a table to identify the translation strategies used by students following Chesterman's Theory. Third, classify the translated version of speech acts into Searle's Illocutionary theory. Both data are presented in a table. Then finally, the researcher concluded and verified the findings. The exploration of findings and discussion can be seen in the following part.

FINDINGS AND DISCUSSION
     As mentioned previously, this study focuses on two main areas, specifically translation strategies based on Chesterman's theory and classification of speech acts according to Searle's Illocutionary Theory. In this study, 24 translated speech acts were analyzed following two specified criteria. These findings can be seen in the table below for both the translation strategy and the Illocutionary Act:
1. Translation Strategy
   a) Coherence Change is strategies for changing cohesion are related to formal markers of cohesion in the text; changes in coherence are related to the logical arrangement of information in the text. This strategy is the most frequently applied with 11 found as shown in the following table:

Table 1. Coherence Strategy Analysis

Student's Name	Source Text (ST)	Target Text (TT)	Translation Strategy (TS)
ML3	*Tulus melayani rakyat*	Sincerely serving the people	**Coherence change:** directly transferring ST to TT word by word
CH4	*Berpikir lebih cerdas, bekerja lebih keras. Untuk Tasikmalaya maju lebih cepat*	Think smarter, and work harder for Tasikmalaya to progress faster.	**Coherence change:** re-arrange to logical arrangement

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NV4	*KDM bapa Aing, Prabowo Presiden Aing, Gerindra Partai Aing.*	Mr.Dedi Mulyadi is my Father, Prabowo is my President, Gerindra is my stronghold	**Coherence change:** re-arrange to logical arrangement
DT4	*Tasik naghiji, Tasik ngajadi*	Tasik unites, Tasik succeed	**Coherence change:** re-arrange to logical arrangement

The coherence change can be found in the way the students convert directly from TT to TS word by word as ML3 did. Moreover, another coherence change appears in changing the sentence arrangement to a more logical one. As CH4, NV4, and DT4, they rearrange it by paying attention to grammatical rules so that the equivalent meaning will be achieved.

b) Transediting means an extreme tendency to re-edit, required when translating poorly written original texts. The second used mostly applied can be seen to the following table:

Table 2. Transediting Strategy Analysis

Student's Name	Source Text (ST)	Target Text (TT)	Translation Strategy (TS)
YS1	*Bersama PKS insha'alloh Tasikmalaya lebih baik dan Sejahtera*	Together with PKS, god willing Tasikmalaya will be better and more prosperous	**Transediting:** "*Insha'alloh*" changes to God willing,
ML3	*Kang Zalu siap Gempur (Kerja nyata dengan fakta bukan sekedar kata-kata)*	Kang Zalu is ready to launch a real assault (Real work with facts, not just words).	**Transediting:** An extreme editing in translating "*Gempur*" to "launch a real assault" in purpose gaining the equivalence in meaning.
NV4	*Ganjar untuk semua, Tuanku ya Rakyat*	Ganjar aims for the whole caboodle, My service is all about Social desire.	**Transediting:** A significant editing for re-writing to the most acceptable form into a complete sentence.
NV4	*KDM bapa Aing, Prabowo Presiden Aing, Gerindra Partai Aing.*	Mr.Dedi Mulyadi is my Father, Prabowo is my President, Gerindra is my stronghold	**Transediting:** A significant editing for re-writing to the most acceptable by choosing an appropriate diction.

The second finding of the translation strategies is transediting. The table above shows that some students were extremely edited by converting the word to be more acceptable. YS1, ML3, and NV4 can both replace the word significantly as we see on "*Insha'alloh*" changes to God willing, *"Gempur"* to "launch a real assault", and "*Gerindra Partai Aing"* to Gerindra is my stronghold. The word "*aing*" in Sundanese shows strong possessive expression. It was well conveyed by changing it to "my stronghold".

c) Explicitness change involves the way the translator adds explicit information that doesn't exist in the source language. The exploration can be seen below:

Table 3. Explicitness Change Strategy Analysis

Student's Name	Source Text (ST)	Target Text (TT)	Translation Strategy (TS)

RN2	*Diplih rakyat, kerja untuk rakyat*	Elected <u>by</u> the people, work <u>for</u> the people	**Explicitness Change**: Preposition adding for more acceptable meaning.
HV2	*Terus melaju untuk Indonesia maju*	Keep moving forward for a <u>developed</u> Indonesia	**Explicitness Change**: The change or add more words for the meaning of necessity.
HV2	*Tasik ku, Tasik mu, Tasik kita semua*	My Tasik, Your Tasik, Tasik <u>for all of us</u>	**Explicitness Change**: Additional phrase "<u>for all of us</u>" in gaining the equivalence meaning.

As seen in the sample data above explicitness appears in how the translator translates ST to TT by adding more parts of speech to achieve the equivalent meaning, such as by, for, of, or even adding more additional words like "developed".

d) Cultural Filtering can be done by doing adaptation as a way to achieve the equivalence in transferring SL to TL. The following are the descriptions of the findings:

Table 4. Culture Filtering Strategy Analysis

Student's Name	Source Text (ST)	Target Text (TT)	Translation Strategy (TS)
SM2	*Mohon doakan kami Amanah dan tetap istiqomah*	Please pray for us to be trustworthy and remain <u>istiqamah</u>	***Cultural Filtering***: Direct borrow, word "*istiqomah*" from ST to TT.
ML3	*Kang Zalu siap Gempur (Kerja nyata dengan fakta bukan sekedar kata-kata)*	<u>Kang Zalu</u> is ready <u>to launch a real assault</u> (Real work with facts, not just words).	***Cultural Filtering***: direct loan of "*Kang Zalu*" as the subject from ST to TT.

Cultural filtering happens when the translator finds several words that are quite common to be used by people in daily conversations which come from several languages like "*istiqomah*" from Arabic to show an effort to always maintain good deeds in the way of Allah SWT consistently and unchanged, and *"Kang"* is a Sundanese term for an older brother in common.

e) Illocutionary change occurs when there is a shifting in the mood of the ST. it only appears once, as follows:

Table 5. Illocutionary Change Strategy Analysis

Student's Name	Source Text (ST)	Target Text (TT)	Translation Strategy (TS)
DT4	*Ayo taat bayar pajak parkir, pajak anda membangun kota Tasikmalaya*	Be obedient in paying parking tax, your tax will build Tasikmalaya city	**Illocutionary Change**: shifting from recommending to commanding.

The last strategy is illocutionary change, which happens when the translator converts the form of a sentence to make the meaning more equivalent i.e. shifting from recommending to commanding.

The findings and discussion of the translation strategy usage above, simply it can be seen in the form of percentage table below:

Figure 2. Percentage Translation Strategy Data Analysis

Source: Data Analysis

From the data above, the results show that during the translation process, the strategies used from a pragmatic strategy perspective are coherence change at 42.5%, transediting at 23.1%, explicitness change at 19.2%, and cultural filtering at 11.5%. Thus, the student's strategy mostly applied is coherence change, for this strategy only maintains the equivalence meaning by transferring SL to TL directly without changing the form or adding other information.

2. Speech Act (Illucationary Act)

    The second analysis is conducted from the perspective of the Speech Act. Illucationary Act findings and discussion that were found are as follows:

    a) Assertive is the most dominant act that appears in the text, there are 14 acts (58,3%). The most frequent one states.

Table 6. Assertive Data Analysis

Student's Name	Source Text (ST)	Target Text (TT)	Illocutionary Act (IA)
AF1	*Jemput Mimpi mu di masa muda*	Embrace Your Dreams in the Future	**Assertive**= *Suggesting*
ZY1	*Sinergi Muda Bangun Tasikmalaya.*	Youth synergy builds Tasikmalaya	**Assertive** = *Stating*
ZY1	*Hadir Melayani*	Present to serve	**Assertive** = *Stating*
HV2	*Tasik ku, Tasik mu, Tasik kita semua*	My Tasik, Your Tasik, Tasik for all of us	**Assertive** = *Stating*
FH3	*Ngahiji, ngabakti, ngabukti*	United, devoted, proved	**Assertive** = *Stating*

The first illocutionary act that appears is assertive. Here, the speaker's intention in their utterance takes the form of speech that binds the speaker to the truth of the proposition expressed. This kind of illocutionary act is mostly applied, for the campaign statement is more likely to state their vision and mission so that the people will know their program ahead.

b) Directive is the second position finding in the speech act that appears on the poster with a total amount of 6 (25%). The explanation is as follows:

Table 7. Directive Data Analysis

Student's Name	Source Text (ST)	Target Text (TT)	Translation Strategy (TS)
YS1	*Bersama PKS insha'alloh Tasikmalaya lebih baik dan Sejahtera*	Together with PKS, god willing Tasikmalaya will be better and more prosperous	**Directive =** Recommending
SM2	*Mohon doakan kami Amanah dan tetap istiqomah*	Please pray for us to be trustworthy and remain istiqamah	**Directive**= requesting
DT4	*Ayo taat bayar pajak parkir, pajak anda membangun kota Tasikmalaya*	Be obedient in paying parking tax, your tax will build Tasikmalaya city	**Directive**= commanding

The second illocutionary act that is used is directive. It happens when the speech acts on the campaign communication and points out some statements to ask someone to do something. As we found on the table, it results in commanding and requesting, the speaker conveys his/her message through a statement to ask the reader to do what the speaker delivers.

c) Commissive is the last act with an amount of occurrence 4 (16,7%). Dominantly, it expresses promising as the description below:
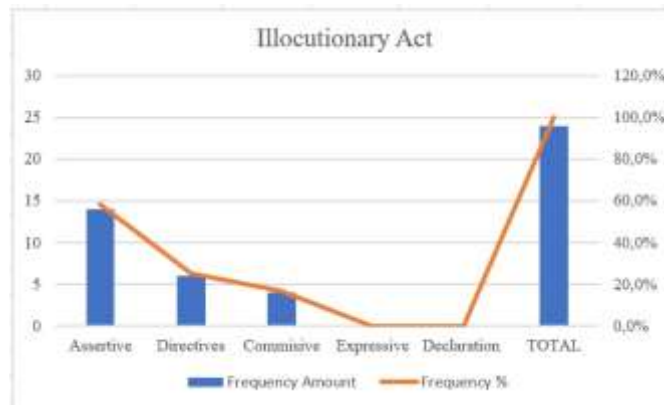
Table 8. Commissive Data Analysis

Student's Name	Source Text (ST)	Target Text (TT)	Illocutionary Act (IA)
YS1	*Siap membantu dan Melayani Masyarakat kecil, Siap mendukung program Pertanian, Pembangunan dan Keagamaan*	Ready to help and serve small communities, ready to support agricultural, development and religious programs	**Commissive =** offering
RN2	*Bukan hanya janji tapi dengan bukti untuk masyarakat*	Not just a promise, but with proof for the public.	**Commissive**= promising
ML3	*Kang Zalu siap Gempur (Kerja nyata dengan fakta bukan sekedar kata-kata)*	Kang Zalu is ready to launch a real assault (Real work with facts, not just words).	**Commissive =** promising

As the table shows, commissive occurs in some speech acts of offering and promising. It has a purpose to show a future action. It's a common statement in a campaign communication media instead of what has arisen before.

The following is the percentage of illocutionary acts that is applied in the campaign communication media:

Figure 3. Illocutionary Application Percentage

Source: Data Analysis

Aruna.(2022) The above data indicates the occurrence of three types of Illocutionary Acts in speech acts, specifically assertive at 58.3%, directive at 25%, and commissive at 16.7%. The categorization of the three types of illocutions varies, with assertive speech acts generally serving to state and occasionally suggest. The categories of directive speech acts are varied and include recommendations, requests, invitations, and commands. Meanwhile, commissive statements encompass offers and promises. We can see that campaign communication media employ a broad range of speech acts. Every speech act has a meaning that is both explicit and implicit. Its purpose is for the speaker to convey their message and for the speech partner to fully understand it.

CONCLUSIONS AND SUGGESTIONS

From the findings and discussion above it can be concluded that the translation strategy of Chesterman's theory is applied by the translators. From all of the strategies, five strategies are well applied. Firstly, translation by directly transferring the ST is the most used strategy, it is coherence change at 42.5%. Muhadjir.(2014) Secondly, an extreme re-edit tends to be the second most used strategy (23.1%). Following trans editing, explicit change is the third strategy that is used (19.2%). The least used strategy is cultural filtering (11.5%). Those strategies show the translator's ability, for it finds a graded strategy starting from the standard one to the tricky one. The basic strategy can be found in first-grade students. Moreover, the translator should learn and practice more to meet the equivalence in meaning while doing the translation process.

Furthermore, the illocutionary act that is used in the campaign communication media involves three acts. The first is assertive which is the most common act used by the candidate in the form of stating (58.3%). Second, the directive at 25% reflects the candidate's intention to convey the message through request and command. The last is commissive (16.7%) in the form of delivering a statement for future action such as promising. The whole speech act type that is used by the candidate has the same purpose, it is message meaning. However, the illocutionary act can be inferred showing the intended meaning that is conveyed suitably and politely so that the social value will be well achieved.

Junining, Esti, et.al. (2020) Also, The Pedagogical implication of this study is leading students to the awareness that translation can be done using various strategies. It can be used as the basis to find out the proper teaching strategies, enhancing students' ability to understand translation strategies and speech act theory, providing a good picture of students' understanding of translation (equivalence meaning), and sharpening students' critical thinking.

Latief, Anugrah, et,al. (2022) Further study is expected to be done in another aspect of translation strategy i.e., in syntax and semantic point of view with various study objects so that the translation results are achieving the equivalence of meaning in various lenses.

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