

Translation techniques of the positive politeness utterances in the *Pay It Forward* movie

Teknik penerjemahan tuturan kesantunan positif dalam film Pay It Forward

R. Anantama Widiaswara¹ & Jumanto^{2,*}

^{1,2}Universitas Dian Nuswantoro

Jl. Imam Bonjol 207, Semarang, Indonesia

¹Email: anantamaw@gmail.com; Orcid iD: <https://orcid.org/0009-0003-2571-398X>

^{2,*}Email: ilhamj@dsn.dinus.ac.id; Orcid iD: <https://orcid.org/0000-0002-0963-8970>

Article History

Received 29 January 2024

Revised 27 April 2024

Accepted 8 May 2024

Published 3 June 2024

Keywords

pragmatics; politeness; positive politeness strategy; translation technique; *Pay It Forward* movie.

Kata Kunci

pragmatik; kesantunan; strategi kesantunan positif; teknik penerjemahan; film *Pay It Forward*.

Read online

Scan this QR code with your smart phone or mobile device to read online.



Abstract

This descriptive qualitative research employed the methods of observation and auto-expert judgment for the data collection and applied Brown & Levinson's politeness theory (1987) and Molina & Albir's translation theory (2002) for the data analysis. This research focused on finding the positive politeness strategies and the translation techniques of the utterances obtained from *Pay It Forward* movie as the data source. Based on the findings of the research, there were 40 utterances with positive politeness strategies as the data under analysis. The research findings, among others, showed that the strategies of Intensify interest to hearer (17.50%) and Exaggerate (17.50%) were dominantly used in the *Pay It Forward* movie, while the translation strategy of Established equivalent (40.00%) was mostly used in the translation of positive politeness utterances in the movie. It can be concluded here that the translator translates the positive politeness utterances of the source language (English) into the target language (Indonesian) appropriately through the Established equivalent strategy without making any significant changes to maintain the meaning relatively the same in the Indonesian translation subtitles.

Abstrak

Penelitian deskriptif kualitatif ini menggunakan metode observasi dan *auto-expert judgement* dalam pengumpulan datanya dan menggunakan teori kesantunan Brown & Levinson (1987) serta teori penerjemahan Molina & Albir (2002) dalam analisis datanya. Penelitian ini berupaya untuk menemukan strategi kesantunan positif dan teknik penerjemahan tuturan yang diperoleh dari film *Pay It Forward* sebagai sumber data. Berdasarkan temuan penelitian, terdapat 40 tuturan dengan strategi kesantunan positif sebagai data yang dianalisis. Hasil penelitian antara lain menunjukkan bahwa strategi *intensify interest to hearer* (17,5%) dan *exaggerate* (17,5%) dominan digunakan dalam film *Pay It Forward*, sedangkan strategi penerjemahan *established equivalent* (40%) adalah strategi penerjemahan yang paling banyak digunakan dalam penerjemahan tuturan kesantunan positif dalam film *Pay It Forward*. Dapat disimpulkan bahwa penerjemah menerjemahkan tuturan kesantunan positif bahasa sumber (Inggris) ke dalam bahasa sasaran (Indonesia) dengan tepat melalui strategi *established equivalent* yang diterapkan tanpa melakukan perubahan yang signifikan untuk menjaga makna relatif sama dalam *subtitle* terjemahan bahasa Indonesia.

© 2024 The Author(s). Diglosia: Jurnal Kajian Bahasa, Sastra, dan Pengajarannya by Universitas Mulawarman

How to cite this article with APA style 7th ed.

Widiaswara, R. A., & Jumanto, J. (2024). Translation techniques of the positive politeness utterances in the *Pay It Forward* movie. *Diglosia: Jurnal Kajian Bahasa, Sastra, dan Pengajarannya*, 7(2), 281—290. <https://doi.org/10.30872/diglosia.v7i2.932>



A. Introduction

Research on pragmatics and its aspects within different contexts and various media has been done to define human interactions that are complex within various circumstances, e.g. Syukur et al. (2020) on speech acts of single-child adolescents, Mustaqim et al. (2023) on pragmatic functions on Japanese wordplay, Darmapratwi & Pratiwi (2024) on translation strategies of metaphors in novels, and Indrowaty et al. (2024) on the pragmatic approach in learning speaking skills/*kaiwa* in Japanese. One of the popularly researched aspect of pragmatics, to support human interaction varieties, is the so-called Brown & Levinson's theory (1987) on positive politeness strategies to observe people talking or communicating within their positive politeness utterances, as elaborated within various research of this kind by Jansen & Janssen (2010), Marpudianto (2020), Yolanda & Bram (2022), Patama et al. (2022), Puteri et al. (2022), Nurmawati et al. (2019), Maula et al. (2023), Bintangtrichahya et al. (2023), and Erlinda et al. (2023), to mention a few. There then comes into play the so-called politeness within social actions. There are social actions that sometimes become a limelight in society, e.g. a manner of dresses, a manner of speech acts, a manner of speech, a manner of behaviors. All those are related to our interaction with other people. Besides good attitudes, a good behavior, a good speech act, a respect to each other are other examples of politeness. Politeness behaviors become a benchmark of the society, and this means that wherever and with whoever, people like others that have good behaviors and good attitudes. Therefore, showing good manners to others can give us a benefit that people will respect us. However, we need to know that the standard of politeness is relative. Everything can be polite or impolite, and it depends with space and time, and it also depends on the context.

Politeness is a very important principle in language use and in communication. It can be defined as a means for showing awareness towards another person's face (Yule, 1996). Moreover, politeness can be implemented for speech act. People will show their respect from the way they interaction with other. By showing the kinds of politeness, not only behavior but also speech act. As a human being in real life, we are sure by the rules to show it. Especially to someone who older than us. In this era, politeness as a speech act is very needed. It is applicable in the film industry too. In there, every character on film will showing the way of politeness, particularly by the way the talking with the other character. Every utterance in the film will showing politeness. They must do that for the good result of the film.

Talking about utterances in the movie, we as movie lovers need a help to enjoy every single utterance with a subtitle. Usually, we watching an English movie as the source language. From there, to understand the meaning of the utterances we need a translation to translate it well. So, from it, the researcher is interested to make translation research to finding the translation techniques.

Translation is, indeed, needed for meaning transfer in communication through the English language and a particular foreign language. Translation is needed in non-English speaking countries, as the meaning can be understood both by English native speakers and people in non-English speaking countries. As an official language, English is then within common knowledge among the speakers as participants of the mutual communication. Translation is the process of transferring a written text from a source language to a target language (Hatim & Munday, 2019). Meanwhile, the translation techniques can be defined as ways to transfer the meaning from an SL (Source Language) to a TL (Target Language) based on the linguistic units (words, phrases or clauses or sentences), which influence the result of translation. Molina & Albir (2002) defines that translation techniques allow people to describe the actual steps taken by the translators in each of the four textual micro-units and obtain clear data about the general methodological option chosen. Translation technique is the procedure to analyze and classify the ways of equivalence that can happen. Translation technique is called the realization of the decision, making process, where the product of translation can be identified in the translation result. However, translating a text from an SL into a TL is not easy. There are aspects to consider, so the translator must understand not only the SL grammatical structures but also the TL grammatical structures because every language has different structures.

In the movie, there are a lot of utterances that are interesting to be translated by translators, starting from cultural words, slang words, idioms, and others. Besides, movies present politeness in every single utterance that spoke by the actor or the actress. The politeness in the movie is interesting to translate. Because in the different country there will be different culture. The translator must have a lot of knowledge and then be creative to do it. The function for translating the politeness in the movie by its culture is for the appropriate language benchmark. Every people have their own benchmark about politeness. The benchmark is for the audiences' comfortable. That is why translator of the politeness aspect must be careful and must know who the audiences are.

Brown & Levinson (1987) have proposed four main types of politeness strategies: bald on-record, negative politeness, positive politeness, and off-record (indirect). First, Bald on-record is politeness strategy that have a function for shocking the person to whom you are speaking to. This type of strategy is commonly

found with people who know each other very well such as close friend and family. For instance, the SL is “Give me your phone!” then the TL is “Berikan ponselmu!”. This example is about task oriented. The translator translates the source language into the target language because the context of the utterances is when the speaker has power to make the hearer feel uncomfortable because they are close.

Second, positive politeness is politeness strategy that has a function to give a praise to the hearer. This type of strategy is commonly found with people who know each other very well even to the stranger. For instance, the SL “You have a good hat”, the TL “Topimu bagus”. This example is about notice or attend to the hearer. The translator translates the source language into the target language because the context of the utterances is to say something good about the hearer.

Third, negative politeness is politeness strategy that have function to say something in indirect way. This type of strategy is commonly found with the stranger or in the awkwardness situation. For instance, the SL “Could you bring it for me?”, the TL “Bisakah kamu membawakanya untuk ku?”. This example is about requesting help. The translator translates the source language into the target language because the context of the utterances is when the speaker needs a hand.

Fourth, off-record is politeness strategy that have function to say something implicit. This type of strategy is commonly found with the awkwardness situation. For instance, the SL “It is warm in here”, the TL “Di sini panas”. This example is about giving hints. The translator translates the source language into the target language because the context of the utterance is when the speaker feels hot or needs drinking water.

In this study, the researcher examined and only focused on the positive politeness strategies. The researcher studied utterances of the positive politeness strategies in the *Pay It Forward* movie. Use of positive politeness strategies in the movie as the utterances between the main character and the other character was interesting to analyze. The researcher was interested in analyzing the strategies behind the utterances of positive politeness. People need to know how to translate the positive politeness utterances by using translation techniques and looking for the quality assessment of the translation of the utterances containing positive politeness strategies.

B. Method

This descriptive qualitative research employed the methods of observation and auto-expert judgment for the data collection and applied Brown & Levinson’s politeness theory (1987) and Molina & Albir’s translation theory (2002) for the data analysis. The data source of this research was taken from *Pay It Forward* (2000). Ary (2010) stated that the qualitative inquirer deals with data that are in the form of words or pictures rather than numbers and statistics. Nassaji (2015) stated that descriptive research is research whose goal is to describe a phenomenon and its characteristics. Meanwhile qualitative research, according to Williams (2011), is a holistic approach that involves discovery where it also involves purposeful use for describing, explaining, and interpreting collected data.

This study discussed about the translation analysis of utterances containing positive politeness strategy in the *Pay it Forward* movie. The aim of this study is to find out the types of the positive politeness strategy of the utterances, the translation techniques that used for translating the positive politeness strategy of the utterances, and the quality of the translation that affected by the positive politeness strategy of the utterances. The unit of analysis of this study is the utterances obtained from the *Pay it Forward* movie. The utterances are in the form of dialogues. The researcher obtained the utterances under study from the subtitles of the movie.

The data source is material information about the object of study on something. The data can be found by observation, interview, documentation, et cetera. Therefore, the data of this research is from *Pay it Forward* (2000) movie directed by Mimi Leder. The data would present the utterances that containing positive politeness spoken by all characters in that movie. The English and Indonesian subtitles took from subscene.com. In this study, the researcher used a document analysis. It comprises of several techniques. Those are content analysis, conversation analysis, narrative analysis and discourse analysis or critical analysis. The researcher used a movie to find out the utterances containing politeness strategies, then categorize them into sub-types of politeness strategies that is positive politeness by Brown & Levinson (1987) and the translation technique by Molina & Albir (2002). The researcher downloaded the data *Pay it Forward* from the internet. Then download the subtitle from subscene.com to download both English (source language) and Indonesian (target language) subtitles. After that, classifying the utterances of the movie subtitle that containing positive politeness and the translation techniques of the data from the movie subtitle.

Patton in Moloeng (2016) states that data analysis is the process of the data that are organized and classified into several category or a basic unit of analysis. The referential identity method was conducted in this research to analyze the data. According to Muhammad (2011), the referential identity method is

technique that allows the researcher to analyze the data by using reference. In this study, the researcher used Brown and Levinson’s (1987) theory of positive politeness in the politeness strategies and Molina & Albir’s theory (2002) of translation technique to analyzing the data.

After collecting the data from the movie, the data were analyzed with using referential identity method. Such a method analyzes the data in reference with the theory used in this study. In this study, there were some activities that the researcher had to do to be able to analyzing the data correctly. First, the researcher analyzed the context of the situation in the conversation using the positive politeness strategies. Second, the researcher analyzed the types of translation technique when the positive politeness strategies appear. Lastly, the researcher was counting the data finding to get actual frequencies of the data that were used to make the conclusions.

C. Result and Discussion

The results of analyses of the translation techniques of the positive politeness utterances in the *Pay It Forward* movie through the methods of observation and auto-expert judgment showed that there were 40 positive politeness utterances as the research data. The results of analyses on the utterances in line with Brown & Levinson’s positive politeness theory (1987) and Molina & Albir’s translation theory (2002) can be seen in Table 1.

Table 1. The Results of Analyses of the Positive Politeness Utterances and their Translation Techniques in the *Pay It Forward* Movie

No.	Types of Positive Politeness Strategies	Number of Data	Percentage (%)	Types of Translation Techniques	Number of Data	Percentage (%)
1.	Exaggerate	7	17.50	Established equivalent	5	12.50
				Literal translation	1	2.50
				Reduction	1	2.50
2.	Intensify interest to Hearer	7	17.50	Linguistic amplification	2	5.00
				Linguistic compression	1	2.50
				Literal translation	1	2.50
				Established equivalent	1	2.50
				Modulation	1	2.50
3.	Use in-group identity markers	3	7.50	Literal translation	3	
4.	Seek agreement	3	7.50	Reduction	1	2.50
				Literal translation	1	2.50
				Generalization	1	2.50
5.	Avoid disagreement	5	12.50	Established equivalent	2	5.00
				Literal translation	1	2.50
				Linguistic amplification	1	2.50
				Reduction	1	2.50
6.	Presuppose/raise/assert common ground	3	7.50	Literal translation	1	2.50
				Established equivalent	1	2.50
				Generalization	1	2.50
7.	Joke	2	5.00	Established equivalent	1	2.50
				Reduction	1	2.50
8.	Offer/promise	2	5.00	Established equivalent	1	2.50
				Modulation	1	2.50
9.	Be optimistic	2	5.00	Established equivalent	1	2.50
				Literal translation	1	2.50
10.	Include both Speaker and Hearer in the activity	1	2.50	Established equivalent	1	2.50
11.	Give (or ask for) reasons	3	7.50	Established equivalent	2	5.00
				Literal translation	1	2.50
12.	Assume or assert reciprocity	2	5.00	Established equivalent	1	2.50
				Linguistic compression	1	2.50
Total		40	100	Total	40	100

The results of the analyses on the utterances were then discussed in the following section, with several research data presented, described, and discussed, so verification on the results of the research was carried out for a larger audience.

1. The Dominant Positive Politeness Strategies

As can be seen in Table 1, the researcher found out there were 12 types of positive politeness strategies from the 15 types from Brown & Levinson theory. Within the positive strategies, 7 data were found using intensify interest to hearer (17.50%), 7 data using exaggerate (17.50%), 5 data using avoid disagreement (12.50%), 3 data using seek agreement (7.50%), 3 data using give (or ask for) reasons (7.50%), 3 data using presuppose/raise/assert common ground (7.50%), 3 data using use in-group identity markers (7.50%), 2 data using assume or assert reciprocity (5.00%), 2 data using be optimistic (5.00%), 2 data using offer/promise (5.00%), 2 data using joke (5.00%), and 1 data using include both speaker and hearer in the activity (2.50%). We can see that the positive politeness strategies that were mostly used were intensify interest to hearer (17.50%) and exaggerate (17.50%).

a. Intensify Interest to Hearer

According to Brown and Levinson (1987), this strategy appears when the speaker includes the hearer into the middle of the events being discussed. Here the speaker is trying to make a good story.

(1) Excerpt 1 (Pay it Forward Movie (00:44:45,209- 00:45:01,900))

Mr. Simonet : “How much do you see him?”
 Mrs. McKinney : “As much as I can.”
 Mr. Simonet : “How much is that?”
 Mrs. McKinney : “I’m not doing a bunch of skunky guys instead of spending time with my son.”
 Mrs. McKinney : “I got two jobs.”
 Mr. Simonet : “Right. I meant that.”

From the excerpt 1 above, the story is about Trevor that gives Mr. Simonet a letter on behalf of his mother which says that Mrs. McKinney wants to meet him. At the night of that day, Mr. Simonet comes to Trevor’s House with the purpose to see Mrs. McKinney. After that, they do a chit-chat in the living room until they both know about the truth that it is all Trevor’s plan to bring them together. Feeling cheated by Trevor, Mr. Simonet rushes to go home. However, Trevor makes something romantic by preparing a dinner for them. Mrs. McKinney, who realizes that the dining table is ready for the dinner, then offering dinner to Mr. Simonet who feels angry. From the dinner, they start to know each other, and Mr. Simonet is curious about how close Mrs. McKinney is to Trevor. The conversation between them is running smoothly until Bonnie, Mrs. McKinney’s friend, comes.

The conversation in the excerpt 1 above contained a positive politeness strategy that is *Intensify interest to hearer*. Mrs. McKinney’s utterances showed that she tried making a good story. “*I’m not doing a bunch of skunky guys instead of spending time with my son.*” With this utterance, she tried to let Mr. Simonet know that she was trying to be the best by her version. However, she had to work to live a life with her son. So, she had two jobs for that and tried to always be there for Trevor.

b. Exaggerate (Interest, Approval, Sympathy with Hearer)

According to Brown & Levinson (1987), the speaker uses exaggerate intonation, stress, and other aspects of prosodie to show interest, approval, and sympathy to hearer.

(1) Excerpt 1 (Pay It Forward (00:28:25,480-00:28:54,210))

Mr. Parker : “You don’t need a supervisor. You the supervisor today.”
 Mr. Parker : “You are the supervisor today. You feel me on that?”
 Mr. Parker : “Take your ass down the hall, put the girl on the tray and supervise her and get her some goddamn air.”
 Mr. Parker : “I got your back, sis. Bitch, you’re still here. Shit!”

From the Excerpt 1 above, the story is about Chandler who comes to Mr. Thorsen’s office to find out why Mr. Thorsen gives him help before, with a little forcing him to tell a story behind his action. Finally, he tells him the story. The story begins in the hospital, where his daughter is sick with asthma. There they get a bad treatment by the nurse. For sure there are so many people who get sick, but his daughter is so sick with her asthma and really needs help. However, the nurse ignores her and lets the other patient go first. Mr. Parker, who is the black guy that gets an injury in his arm, sees the bad treatment which the nurse gives to them. So, he starts cursing the nurse with the purpose of letting Mr. Thorsen’s daughter go first.

The conversation in Excerpt 1 above contained a positive politeness strategy, that is *Give gifts to Hearer*. Here Mr. Parker’s attitude was to give sympathy to Mr. Thorsen’s daughter. He said **“I got your back, sis. Bitch, you’re still here. Shit!”** to the nurse. **“I got your back...”** here means that he gave her sympathy and needed the nurse to treat Mr. Thorsen’s daughter first, because she looked so sick and really needed help.

The mostly used positive politeness strategies as the results of this translation research, i.e. *Intensify interest to hearer* and *Exaggerate* are different from the research by Yolanda & Bram (2022), Pratama et al. (2022), Maula et al. (2023), and Bintangtrichahya et al. (2023). The dominant positive politeness strategies as the results of the research by Yolanda & Bram (2022) was *include both speaker and hearer in the activity*, by Pratama et al. (2022) was *give gifts to hearer*, by Maula et al. (2023) was *use in-group identity markers*, and by Bintangtrichahya et al. (2023) was *presuppose/assert/raise common ground*. This difference happens probably due to different contexts or media involved in the research. However, this research on the *Pay It Forward* movie was somewhat similar in design to the research on the *English for Nusantara* textbook by Erlinda et al. (2023), as the latter also found that the dominant positive politeness strategy was *exaggerate one’s interest in, approval of, and sympathy of the hearer*. Moreover, things in common for positive politeness utterances are involved in the social interactions, i.e. the social distance and relative power (Marpudianto, 2020), the payoffs and sociological variables as the relevant circumstances (Puteri et al., 2022), effective interactions between teachers and students, and among students (Nurmawati et al., 2019), to mention a few. These factors of social distance, relative power, sociological variables, and effective interactions also happened in the *Pay It Forward* movie; hence the translations were also adjusted to encourage positive politeness utterances in the Indonesian subtitles.

2. The Dominant Translation Techniques

As can be seen in Table 1, the researcher found out that the translation techniques that were mostly used as the results of analyses were established equivalent techniques (40.00%) among all the other translation techniques that had smaller percentages, i.e. literal translation technique (25.00%), reduction technique (10.00%), linguistic amplification (7.50%), modulation technique (5.00%), linguistic compression (5.00%), generalization technique (5.00%), and discursive creation technique (2.50%).

a. Established Equivalent

According to Molina & Albir’s theory (2002), Established equivalent is a technique that translates a term or expression in general, as an equivalent in the target language. Let us observe the data presented, described, and discussed below.

(1) Excerpt 1 (Pay It Forward (00:46:56,501-00:47:00,970))

Source Text	Target Text
Mrs. McKinney: “Honey, Listen.”	<i>Bu McKinney: “Sayang dengarkan.”</i>
Mrs. McKinney: “You can’t just put two people together and make them like each other, it didn’t work that way.”	<i>Bu McKinney: “Kau tidak bisa begitu saja mempertemukan dua orang dan membuat mereka suka satu sama lain, tidak bisa semudah itu.”</i>

From the Excerpt 1 above, the story is about Mrs. McKinney. She is a little upset with Trevor because he sets up the meeting between his mother and his teacher without her knowledge. So, they are arguing with each other and Trevor is trying to defend himself by saying that he tries to do something good.

From the utterance in the Excerpt 1 above, the positive politeness contained an established equivalent translation technique. The utterance that Mrs. McKinney says, *“You can’t just put two people together and make them like each other, it didn’t work that way”* was translated into *“Kau tidak bisa begitu saja mempertemukan dua*

orang dan membuat mereka suka satu sama lain, tidak bisa semudah itu.” The meaning of *put* is *menaruh* or *meletakkan*, but the translator adjusted it using the word *mempertemukan* so that it had the same meaning in context.

(2) Excerpt 2 (Pay It Forward (00:28:45,480-00:28:54,210))

Source Text	Target Text
Mr. Parker: “ I got your back, sis. Bitch, you're still here. Shit! ”	Tuan Parker: “ Aku mendukungmu nak. Ternyata kau masih disini!”

From the Excerpt 2 above, the story is about Mr. Parker. He knows that the nurse skips the asthma girl and makes her wait for a treatment. The nurse does not keep an attention for the girl but she lets Mr. Parker, who gets a little injury on his arm, gets the treatment first. So, he is scolding on the nurse and gives a support to the girl so that she gets the treatment before him.

From the utterance in the Excerpt 2 above, the positive politeness contained an established equivalent translation technique. The utterance that Mr. Parker says: “**I got your back, sis.** Bitch, you're still here. **Shit!**” was translated into “**Aku mendukungmu nak.** Ternyata kau masih disini!” The translator chose to translate “**I got your back, sis**” into “**Aku mendukungmu nak**”, rather than translating it into “**Aku mendapatkan punggungmu nak**” with the meaning of adjusting the translation so that the translation became prevalent or common or usual in the target language. Different media probably results in different translation strategies concerning the positive politeness utterances under research. This research on the translations of positive politeness utterances in the *Pay It Forward* movie that resulted in the dominant *Intensify interest to hearer* and *Exaggerate* strategies was different from the research by Maula et al. (2023) concerning translation strategies in novels. Here within the translation research on metaphors in novels, the dominant positive politeness strategy was the *in-group identity* strategy. This translation research results that focused on *Established Equivalent* translation technique to maintain the positive politeness utterances prevalent or common or usual in the Indonesian subtitles are different from other research that focused on, for instance, the social distance and relative power within Donald Trump and David Muir’s utterances (Marpudianto, 2020), or effective classroom interactions (Nurmawati et al., 2019). The translations should be directed to such a way that the social distance and relative power were depicted within the linguistic units that emerged (Marpudianto, 2020), or that the classroom interactions that happened were effectively promoted.

D. Conclusion

According to the data above, the researcher found out there were 8 types of translation techniques used in translating the *Pay It Forward* movie, out of the 18 types of translation techniques from Molina and Albir’s theory, i.e. 16 data were translated using *Established Equivalent* technique (40.00%), 10 data using *Literal Translation* technique (25.00%), 4 data using *Reduction* technique (10.00%), 3 data using *Linguistic Amplification* (7.50%), 2 data using *Modulation* technique (5.00%), 2 data using *Linguistic compression* (5.00%), 2 data using *Generalization* technique (5.00%), and 1 data using *Discursive Creation* technique (2.50%).

For the positive politeness utterances, the researcher found out there were 12 types of positive politeness strategies, out of the 15 types from Brown and Levinson’s theory. The positive politeness strategies found in the research were 7 data using *Intensify interest to Hearer* (17.50%), 7 data using *Exaggerate* (17.50%), 5 data using *Avoid disagreement* (12.50%), 3 data using *Seek Agreement* (7.50%), 3 data using *Give (or ask for) reasons* (7.50%), 3 data using *Presuppose/raise/assert common ground* (7.50%), 3 data using *Use in-group identity markers* (7.50%), 2 data using *Assume or assert reciprocity* (5.00%), 2 data using *Be optimistic* (5.00%), 2 data using *Offer/Promise* (5.00%), 2 data using *Joke* (5.00%), and 1 data using *Include both Speaker and Hearer in the activity* (2.50%).

According to the results of the data analyses, it can be concluded that the dominant translation technique used for translating the *Pay it Forward* movie was the *Established Equivalent* translation technique with the total of 16 data or 40.00%. This also concludes that the translator translated the English utterances (SL) into the Indonesian utterances (TL) through the *Established Equivalent* translation technique without any significant changes to maintain the positive politeness utterances prevalent or common or usual in the Indonesian subtitles.

References

- Ary, D. (2010). *Introduction to Research in Educational Objectives* (8th ed.). Wadsworth Group.
- Bintangtrichaya, E., Hartono, R., & Saleh, M. (2023). Positive Politeness Strategies Performed by International Guest Speakers in Mata Najwa Exclusive Interview. *English Education Journal*, 13(3), 422–436. <https://doi.org/10.15294/eej.v13i3.72815>
- Brown, P., & Levinson, S. C. (1987). *Politeness: Some Universals in Language Usage*. Cambridge University Press.
- Darmapratwi, K., & Pratiwi, D. P. E. (2024). Translation Strategies of Metaphor in The Ballad of Never After Novel by Stephanie Garber. *Diglosia: Jurnal Kajian Bahasa, Sastra, dan Pengajarannya*, 7(1), 25–34. <https://doi.org/10.30872/diglosia.v7i1.797>
- Erlinda, R., Afrinursalim, H., & Dinarta, F. (2023). The Positive Politeness Strategies Used in “English for Nusantara” Textbook. *Journal of English Language Teaching and Linguistics*, 8(3), 265–276. <https://doi.org/10.21462/jeltl.v8i3.1158>
- Hatim, B., & Munday, J. (2019). *Translation* (2nd ed.). Routledge. <https://doi.org/10.4324/9780429266348>
- Indrowaty, S. A., Dewi, F. P., Rahmawati, F. E., Febrianda, S. D., & Fadila, S. (2024). Implementation of a Pragmatic Approach in the Minna No Nihongo I. *Diglosia: Jurnal Kajian Bahasa, Sastra, dan Pengajarannya*, 7(1), 75–84. <https://doi.org/10.30872/diglosia.v7i1.841>
- Jansen, F., & Janssen, D. (2010). Effects of Positive Politeness Strategies in Business Letters. *Journal of Pragmatics*, 42(9), 2531–2548. <https://doi.org/10.1016/j.pragma.2010.02.013>
- Leder, M. (2000). *Pay It Forward*. Warner Bros Picture.
- Marpudianto, K. (2020). Positive Politeness Strategies Used by David Muir and Donald Trump on “ABC News” and in “Charlie Rose Show.” *Etnolinguist*, 4(1), 15–34. <https://doi.org/10.20473/etno.v4i1.21312>
- Maula, Y., Mujiyanto, J., & Joko Yulianto, H. (2023). Comparison of Positive Politeness Strategies by Ellen to Interact with Her Guests of Age Groups. *English Education Journal*, 13(2), 280–289. <https://doi.org/10.15294/eej.v13i2.72138>
- Moleong, L. J. (2016). *Metodologi Penelitian Kualitatif*. Remaja Rosdakarya.
- Molina, L., & Albir, A. H. (2002). Translation Techniques Revisited: A Dynamic and Functionalist Approach. *Meta*, 47(4), 498–512. <https://doi.org/10.7202/008033ar>
- Muhammad. (2011). *Manajemen Bank Syariah*. UPP STIM YKPN.
- Mustaqim, I. H., Sunarni, N., & Suryadimulya, A. S. (2023). Fungsi Pragmatik Permainan Kata pada Wacana Iklan Audiovisual “Santarou” Berbahasa Jepang. *Diglosia: Jurnal Kajian Bahasa, Sastra, dan Pengajarannya*, 6(2), 345–360. <https://doi.org/10.30872/diglosia.v6i2.648>
- Nassaji, H. (2015). Qualitative and Descriptive Research: Data Type Versus Data Analysis. *Language Teaching Research*, 19(2), 129–132. <https://doi.org/10.1177/1362168815572747>
- Nurmawati, Atmowardoyo, H., & Weda, S. (2019). An Analysis of Positive Politeness Strategies to Promote Effective Interaction in The Classroom. *ELS Journal on Interdisciplinary Studies in Humanities*, 2(2), 171–181. <https://doi.org/10.34050/els-jish.v2i2.6340>
- Pratama, T., Aryawibawa, I. N., & Sudipa, I. N. (2022). Positive Politeness Strategy and Social and Culture Value in Convenience Store Woman. *Jurnal SAKURA: Sastra, Bahasa, Kebudayaan dan Pranata Jepang*, 4(2), 186–200. <https://doi.org/10.24843/JS.2022.v04.i02.p03>
- Puteri, I. A. K. I. R., Parthama, I. G. N., & Winaya, I. M. (2022). Positive Politeness Strategies in “Ratatouille.” *Udayana Journal of Social Sciences and Humanities (UJoSSH)*, 6(2), 63–68. <https://doi.org/10.24843/UJoSSH.2022.v06.i02.p05>
- Syukur, S. E. H., Soe’oed, R., & Mulawarman, W. G. (2020). Tindak Tutur Remaja sebagai Anak Tunggal dalam Interaksi Sehari-Hari di Kelas: Kajian Sosiopragmatik. *Diglosia: Jurnal Kajian Bahasa, Sastra, dan*

Pengajarannya, 3(4), 445–454. <https://doi.org/10.30872/diglosia.v3i4.128>

Williams, C. (2011). Research Methods. *Journal of Business & Economics Research (JBER)*, 5(3), 65–72. <https://doi.org/10.19030/jber.v5i3.2532>

Yolanda, N. A. Y. Y., & Bram, B. (2022). Positive Politeness Strategies Used by Parents in Peppa Pig Official YouTube Channel. *ELS Journal on Interdisciplinary Studies in Humanities*, 5(4), 625–632. <https://doi.org/10.34050/elsjish.v5i4.24140>

Yule, G. (1996). *Pragmatics*. Oxford University Press.

