FLOUTING AND VIOLATING MAXIM TRANSLATION ANALYSIS ON BOSS BABY MOVIE

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ABSTRACT

This paper examines how translators rendered utterances that flout or violate conversational maxims in "Boss Baby 1," focusing on the power dynamics between the authoritative baby and other characters. The qualitative-descriptive research uses triangulation methods for data collection and source selection, ensuring trustworthiness. Through domain, taxonomy, componential, and cultural-theme analysis, the study finds that the main character most frequently violates maxims to show his traits. The translator employs techniques like established equivalence, implicitation, and paraphrase, ensuring the translation is accurate, acceptable, and readable. Meanwhile, reduction technique decreases all translation quality aspects.

Keywords: violation, flouting, cooperative principle, translation

INTRODUCTION

The field of translation studies has long been concerned with the nuances of pragmatic translation. Pragmatics as we know that is a study of meaning inside the utterance, has a branch called cooperative principle. Cooperative principle is important to be followed in order to make communication go well. Grice (1975) divides cooperative principles into four: quality, quantity, manner, and relevance. These principles are henceforth called as maxims. However, in way of communication, people sometime violate or flout maxims on purpose or they just accidently violate maxims. Levinson (1983) states that maxims help to understand the implied meaning and how effective communication is achieved. According to Abdulmun'im and Ali (2020), the tendency to have these principles in political discourse highlightes manipulation of maxim for spesific effects.

When it comes to translation studies, a translator should undertand

the meaning utterred by the characters. Particularly in translating a movie, not only does the translator struggle with the massage, but also with limited space and time (Cintas, 2012). Subtitling imposes unique constraints distinct from other forms of translation. As highlighted by Cintas and Remael (2007), subtitlers face stringent spatial and temporal limitations, necessitating the condensation of dialogue without losing its meaning or humor. This becomes particularly challenging when the source text flouts Grice's maxims of quantity, quality, relation, and manner. Grice (1975) and Newmark (1988) suggest that awareness of these principles allows for more effective and culturally relevant communication. Therefore, translators must make nuanced decisions to ensure the subtitled text captures the intended implicature, despite the limitations imposed by the medium.

The investigations on non-cooperative principles have been conducted both in non-cooperative priciples descriptively and the translation. Some researchers (Saputri and Lubis, 2022; Giriyani and Efransyah, 2020; Hidayati, 2018; Kurniati and Hanidar, 2018) conducted research on flouting and violating maxim (Mogumder, 2018). However, these research only work on linguistic aspects, not in translation field. A research conducted by Rahmawati et al (2022) works on violation translation. Unfortunately, this study only assesses the translation quality without analyzing the translation techniques. Lastly, the research on translation quality and techniques in Boss Baby 1 (2017) has been conducted by Awalin and Shidiq (2021). But, this research does not specify its study on non-cooperative principles.

Based on the review, it seems there are gaps in conducting a research on non-cooperative principle in translation perspective. The gaps are: 1) the types of violating and flouting in The Boss Baby 1 (2017), 2) the translation techniques used to convey non-cooperative priciples, and 3) the translation quality. Hence, this study aims to find out what maxims that are violated or flouted by the characters in the animated film "The Boss Baby" (2017) and how the impact of translation techniques on translation quality. This movie was chosen since this movie is quite famous and often wacthed by the public. Through the YouTube channel (www.YouTubeBossBaby), the movie which was used as data source in this research has been watched by 13 million viewers until May, 2024.

The researcher wants to know more which characters do violate and flout the most. The tendency of using these non-cooperative principles may lead to a trait or intentions of characters. Also, what translation techniques used by the amateur translator and their effect to quality in terms of accuracy, accceptability, and readability are also analyzed in this study. In analyzing the translation techniques, this research applied translation techniques proposed by Molina and Albir (2002). The translation techniques proposed by them are the result of revisited previous theories so they are able to accommodate various techniques since they propose 18

translation techniques. The researcher also assess the translation quality by using a Translation Quality Assessment (henceforth TQA) proposed by Nababan et al (2012).

METHOD

This study focuses on subtitling, making it a product-oriented translation research, which centers on the translation product rather than the translation process (Nababan, 2007). Given the focus on translation phenomena, a qualitative approach is appropriate (Moleong, 2018; Santosa, 2021; Machmud, 2016). This paradigm is suitable for understanding phenomena in their natural state without manipulation. The study does not rely on statistical data; instead, numerical data is used symbolically to identify patterns and draw conclusions. The primary focus is the translation of non-cooperative principles (flouting and violating maxims) in the animated film "Boss Baby" (2017).

A single-embedded case study design is applied, examining maxim flouting and violations within "Boss Baby." The analysis proceeds inductively, starting from the data and moving towards theory to avoid data manipulation. This involves identifying forms of non-cooperative principles in "Boss Baby" and evaluating accuracy, acceptability, and readability through translation techniques in its subtitles. The study collects two types of data: linguistic data (violating and flouting maxims) and translation data (translation techniques and translation quality). The researcher actively engages in collecting primary data by employing a note-taking technique on the film's dialogues. These dialogues are categorized into non-cooperative principles and analyzed for their translation techniques and impact on translation quality with raters in a focused group discussion (FGD).

For data analysis, the study adapts the framework proposed by Spradley (1980), involving domain analysis, taxonomy analysis, componential analysis, and cultural-theme analysis. Domain analysis identifies broad categories where non-cooperative principles are evident by examining dialogues and subtitles to determine themes related to maxim violations and flouting. Instances are categorized based on the type of maxim flouted (quantity, quality, relevance, or manner) and their translation techniques. Taxonomy analysis develops a hierarchical structure of the identified domains, creating sub-categories within broader domains to refine the analysis. This includes analyzing non-cooperative principles and their translation quality. Componential analysis identifies the specific features and components that define each category and sub-category, focusing on the effectiveness of translation techniques in maintaining pragmatic equivalence. Cultural-theme analysis examines the cultural implications and themes that emerge from translating non-cooperative principles, assessing how cultural nuances and contextual factors influence translation choices and emphasizing the cultural

relevance and appropriateness of the translated maxims for the target audience.

FINDINGS AND DISCUSSION

After discussing the data with the raters in a focused-group discussion, the characters in Boss Baby do both violate and flout maxims. The result shows that the characters tend to violate maxims rather than flout them. The maxims that are violated are manner, quantity, quality, and relevance. Meanwhile, the characters flout maxims of quantity, relavance, and quality. Some of translation techniques are also found: established equivalence, explicitation, implicitation, paraphrase, reduction, pure borrowing, variation, transposition, literal translation, The followings explain some of each example.

A.   Violating Maxims of Manner

In violating maxims of manner, the researcher found that Boss Baby violates 2 times and Tim Tampleton violates only 1 time. Here are the data.

> Data 01
> ST: Tim: "Who are you?"
>   Baby Boss: "Let's just say I'm the boss."
> TT: Tim: "Siapa kau?"
>   Baby Boss: "Anggap saja aku bos."
> Context: The Baby Boss avoids a clear answer to conceal his true identity, leading to a misunderstanding with Tim. This instance illustrates a violation of the maxim of manner.

This instance is classified as violating the maxim of manner because the Baby Boss does not answer Tim's question clearly. By saying "let's just say," he avoids explaining who he is and where he comes from. This violation leads to a misunderstanding between Tim and the Baby Boss. Tim perceives the Baby Boss as just a regular baby who couldn't possibly be a boss. Although the Baby Boss technically states a fact, he deliberately withholds information about why he can be called "boss," intending to hide his true identity from Tim.

In addition, translation techniques used to convey this utterance paraphrase ("let's just say" to "anggap"), explicitation ("saja"), and established equivalence ("I'm" to "aku", "the boss" to "bos"). Since it does not use any technique that does not effect negatively to all aspects, it can be concluded that this translation is accurate, acceptable, and highly readable.

B.   Violating Maxims of Quantity

Maxim of Quantity is the second maxim that is released by the characters. The characters that is mostly violate this maxim is Tim Templeton. So, here is the example of the data.

> Data 8
> ST: Boss Baby: hand over the tape!
>   Tim: Never!
> TT: Boss Baby: serahkan kasetnya!
>   Tim: Tidak akan!

Context: Tim is caught spying on Boss Baby, who is holding a meeting with his baby colleagues. He records their activities using a recorder.

This data is considered as violating maxom Tim's refusal to hand over the recording of Boss Baby's meeting results in a maxim violation in quality. He intends to use the recording as evidence to show his parents that Boss Baby, the unusual baby his parents acquired, should be removed from their home. Therefore, when Boss Baby catches him, Tim refuses to hand over the tape. This refusal causes Tim's response to violate the maxim of quantity, as his response does not fulfill the request.

In translating this, translator a translation technique, established equivalence. It is used to convey "never" to "Tidak akan!" in indonesian. Since he/she applied this technique, he translation of this sentence is accurate, acceptable, and easy to understand. This is due to the use of common equivalence, which effectively transfers the source language into the target language with the correct context and equivalents found in dictionaries.

C. Violating Maxim of Quality

Based on the result, both Tim and The Boss Baby violate this maxim equally. The following show the example of the data found in this research.

Data 3
ST: Tim: There's nothing here about the new puppy. Aren't you gonna do any work?
Boss Baby: I'm very busy delegating.
TT: Tim: Tak ada informasi tentang anak anjing baru. Kau tidak bekerja?
Boss Baby: Aku sibuk memberikan tugas.
Context:
Tim agrees to cooperate with Boss Baby to save his job so that Boss Baby can return to his original place and they won't be siblings forever.

After learning that Boss Baby's superior is angry because he hasn't submitted a report, Boss Baby panics and worries about being fired from his job, especially since the Puppy Co. exhibition is only two days away. Boss Baby tells Tim that if his mission fails, he will become Tim's brother forever. Boss Baby's response violates the maxim of quality because what he says does not match his actions. While he claims to be busy delegating, Boss Baby is actually playing golf.

The translator uses several techniques to render this sentence. Common equivalence is applied to translate "I" to "Aku" and "busy" to "sibuk," ensuring the terms fit the context and meaning in the target language. Implicitation is used to omit the to be "am," as it has no equivalent in the target language and its omission does not reduce the meaning. Reduction is used to omit "very," which emphasizes "busy" in the source text but does not critically impact the target message. Lastly, paraphrase and explicitation techniques are employed to translate "delegating"

to "memberikan tugas." Paraphrasing translates "delegating" to "memberikan," while explicitation adds "tugas" (tasks) to provide a clear object for the verb "memberikan."

The use of these translation technique lead the translation of this sentence to be less accurate due to the reduction technique, which omits "very," reducing the source message's emphasis. However, this technique does not affect acceptability or readability, as it does not violate the grammatical structure or cultural norms of the target language and remains easily understood by the target audience.

D. Violating Maxim of Relevance

After observing the film and discussing the data with the raters, the researcher found that this maxim is violated only once by Tim. Here is the example.

Data 10
ST: Baby boss: No, Templeton. You wouldn't!
    Tim: Say bye-bye, baby! You're fired!
TT: Baby boss: Tidak, Templeton. Kau takkan berani.
    Tim: Ucapkan selamat tinggal! Kau dipecat!
Context:
Tim is extremely upset because Boss Baby has damaged his toy, Lam-Lam. Tim attempts to expel Boss Baby by using a slingshot.

Although Boss Baby is an infant, he functions in an adult role with a job. He has been sent to Tim's family to investigate a new product from the company where Tim's parents work. However, Boss Baby goes too far and accidentally tears Tim's favorite toy, prompting Tim to want to get rid of him immediately. Tim's final remark violates the maxim of relevance because Tim is not Boss Baby's superior and thus has no authority to fire him from his job.

The translator uses common equivalence to render this sentence. "You" is translated to "kau," and the passive form "'re fired" is translated to the passive "dipecat" in the target language. These translations ensure that the terms fit the context and meaning in the target language. So, the translation is considered accurate, acceptable, and highly readable. This is because the translation of the sentence does not diminish the message, does not violate grammatical or cultural rules, and is easy to understand when read.

E. Flouting Maxim of Quality

Flouting maxim of quality in Boss Baby movie is done by Boss Baby for joking with Tim. The following shows the example of the data.

Data 14
ST: Tim: So is this where the babies come from?
    Baby boss: Where do you think? The cabbage patch?
TT: Tim: Jadi dari sini bayi datang?
    Baby boss: Pikirmu dari mana? Pabrik boneka?

Context:
Boss Baby takes Tim to his workplace, a high-tech facility that essentially transfers their souls "up" there. In this place, Tim sees many babies working in office-like environments and learns how babies are produced and sent to Earth.

Tim, a seven-year-old with an innocent and imaginative mind, is amazed and asks Boss Baby if this is where babies come from. Tim's understanding of baby origins is influenced by the myths he believes, like babies being delivered by storks, although he has some knowledge from his schoolbooks about biological reproduction. Boss Baby, who also doesn't believe in biological birth, answers Tim's question with a rhetorical question instead of a straightforward affirmation. This response indirectly confirms Tim's query but lacks clarity, thereby flouting the maxim of quantity.

The translator uses several techniques for this sentence. In the first sentence, "Where do you think?" is translated to "Pikirmu dari mana?" using transposition, implicitation, and common equivalence. Transposition is applied because the verb "think" and the noun "you" are combined and placed at the front of the sentence, changing form to "pikirmu" (your thought). Implicitation is used to omit the auxiliary verb "do," which has no direct equivalent in Indonesian and does not reduce the meaning. Common equivalence is used to translate "where" to "dari mana" (from where). The next sentence uses generalization. "The cabbage patch?" is translated to "Pabrik boneka?" (doll factory) because "cabbage patch" is a trademark of an American company, Coleco Industries, known for their Cabbage Patch Kids dolls. The translation does not reference this specific brand, making it more general and understandable for the target audience.

The translation of these sentences is considered accurate, acceptable, and highly readable. The first sentence maintains accuracy through the use of transposition, implicitation, and common equivalence, ensuring the translation fits the context and meaning of the original. The second sentence employs generalization to make the reference more relatable for the target audience, enhancing readability without diminishing the original message. The translation does not violate grammatical or cultural norms and remains easy to understand, thus maintaining a high level of acceptability. The use of generalization specifically helps in maintaining the readability and cultural relevance, as the specific reference to "cabbage patch" would likely be unfamiliar to the target audience. This approach ensures that the translated message is both accessible and comprehensible to the readers.

F. Flouting Maxim of Relevance
Flouting maxim of relevance is done by Tim's Parents when they answer their child's question by joking. The example below shows how maxim of relevance is flouted.

Data 12
ST: Tim: Look at him! He wears a suit!

Mother: I know. Isn't he cute? He's like a little man.
TT: Tim: Lihatlah dia! Dia memakai jas!
Mother: Aku tahu. Tampan, bukan? Dia seperti pria kecil.
Context:
Tim tries to tell his parents that the baby they have is strange because babies typically don't wear suits. However, his mother acknowledges it and thinks the baby looks adorable in a suit.

Tim's statement implies more than just noting that the baby is wearing a suit; it suggests that it's unusual for a baby to wear a suit. His mother's response indicates that she already knows the baby is wearing a suit and finds it cute. Her response implies that she doesn't find the baby suspicious or strange, even though he's wearing a suit. This response does not align with Tim's previous statement, which suggests that the baby looks odd, while his mother says the baby looks adorable.

The translator uses several techniques in this translation. Common equivalence is applied to translate "I" to "aku," "know" to "tahu," "he" to "dia," "man" to "pria," and "little" to "kecil." Transposition is used to change the yes/no question structure to a tag question, moving "isn't" from the beginning of the sentence to "bukan" at the end in the target language. This technique maintains the meaning of the original question. Implicitation is used to omit the subject "he" in the yes/no question and the article "a" in the phrase "a little man," as these elements are not necessary in Indonesian and their omission does not reduce the meaning due to shared knowledge between the speaker and the listener. However, the translation employs discursive creation by translating "cute" to "tampan" instead of "menggemaskan." While "cute" in this context means "adorable," the translator chose "tampan" (handsome), which is more commonly associated with an adult male rather than a baby.

The translation of the first and third sentences is considered accurate, acceptable, and highly readable. The techniques used, such as common equivalence, transposition, and implicitation, ensure that the translation fits the context and meaning of the original without diminishing the message or violating grammatical or cultural norms. However, the translation of the second sentence is less accurate due to the use of discursive creation, which translates "cute" to "tampan," a word that does not fit the context as well as "menggemaskan" (adorable) would. Despite this, the discursive creation does not affect the acceptability and readability of the translation, as it does not violate linguistic or cultural rules and remains easy for the target audience to understand. Therefore, while the second sentence is less accurate, it still maintains high levels of acceptability and readability.

G. Flouting Maxim of Quality

Maxim of Quality was flouted by Tim's Mom. His mom flouts it to make a joke. This is the example of the data.

Data 15

ST: Tim: He's taking over the whole house!

Mother: Are you taking over the house? Yes, you are. Yes, you are.

TT: Tim: Dia menguasai rumah ini!

Mother: Kau menguasai rumah ini? Tentu saja.

Context:

Tim tries to convince his parents that the baby they have is suspicious. Boss Baby, who lives in their house, often orders his parents around by yelling and crying. This time, Tim feels that Boss Baby has taken over the house, doing whatever he wants. The mother responds dismissively while feeding Boss Baby.

Boss Baby's frequent fussiness frustrates Tim because Boss Baby can boss his parents around. Tim tries to convince his parents that the baby has taken over the house, implying that he controls everyone. However, the mother's response is actually mocking Tim, suggesting that such a small baby couldn't possibly take over the house. Instead of outright rejecting Tim's opinion, she chooses to play along, indirectly affirming Tim's statement while not actually agreeing with it. Therefore, this response flouts the maxim of quality.

The translator employs various techniques in the mother's response. Common equivalence is used to translate words from the source language to the target language, depending on the context. This can be seen in translating "you" to "kamu," "house" to "rumah," and "taking over" to "menguasai." Implication is used to omit grammatical elements that have no equivalent in the target language, such as the auxiliary "are" and the article "the." Explicitation is applied to avoid ambiguity, adding "ini" to clarify that "rumah ini" refers to Tim's family home. Paraphrase is used to translate "Yes, you are" to "Tentu saja," rendering it in a more acceptable way in the target language. However, the second instance of "Yes, you are" is completely omitted, a technique known as deletion, which removes repeated information.

The translation of the first and second sentences is considered accurate, acceptable, and highly readable. The techniques used, such as common equivalence, implicitation, and explicitation, ensure that the translation fits the context and meaning of the original without diminishing the message or violating grammatical or cultural norms. However, the deletion of the third sentence affects the overall quality of the translation. The repeated "Yes, you are" serves to mockingly emphasize agreement with Tim's statement, implying agreement while actually undermining it. The omission of this repetition impacts the accuracy, acceptability, and readability of the translation, as the missing sentence plays a critical role in conveying the mother's sarcastic tone and full response. This omission leads to a loss of meaning and the intended nuance of the mother's reply, making the translation less effective in conveying the original message.

Having analyzed the translation techniques and their impacts on the quality of the translated dialogues, this part is for the discussion session. This discussion will delve deeper into the implications of these techniques, the effectiveness of the translations, and the overall coherence between the source

and target languages. In doing this, the researcher compare the resullt to other studies in the field to highlight similarities and differences in translation approaches and their outcomes. Let us now explore these aspects in detail in the discussion section. The table below shows the componential analysis of this study.

Tabel 1
The pattern of the characters, flouting, violating maxims, translation technique, and translaion quality.

Character	Non-Cooperative Principle	Types of Maxims	Translation Technique	Translation Quality		
				Accu	Acce	Read
Boss Baby	Violating	Manner	Para, Excp, EE, Impl, Red	2,95	3	3
		Quality	EE, Impl, Red, Para, Expl			
	Flouting	Quantity	Impl, EE, transpo, PB, Impl	3	3	3
Tim Templeton	Violating	Manner	Para	2,90	3	3
		Quantity	EE, Impl, Para, Red			
		Quality	EE			
		Relevance	EE			
	Flouting	Quality	EE, Para	3	3	3
Tim's Mother	Flouting	Relevance	EE, trans, DC, Impl	2,92	3	3
		Quality	Impl, EE, Ekspl, Para, Del			
Tim's Father	Violating	Quantity	Var, EE, Red, Trans, Red	2,89	3	3
	Flouting	Relevance	EE, Trans, DC, Impl			
Staci	Violating	Quantity	EE, Para	3	3	3
Triplets	Violating	Quantity	EE	3	3	3

This research provides an insightful look into how characters in "The Boss Baby" flout and violate Grice's maxims, reflecting their distinct communication styles. The study also explores the translation techniques used and their impact on translation quality. These findings can be contextualized by comparing them to existing research in the field.

Tim Templeton frequently violates maxims, reflecting his impulsive and imaginative nature. His behavior often leads to misunderstandings, highlighting his youth and the complex dynamics with Boss Baby. Conversely, Boss Baby's strategic flouting of maxims aligns with his sophisticated, authoritative persona. This strategic communication helps him maintain control and obscures his true intentions.

Similar findings were reported by Saputri and Lubis (2022) in their study of "Zootopia," where characters flout the maxim of quantity to create humor and tension, paralleling Boss Baby's behavior to maintain his enigmatic persona. Additionally, Hmouri (2021) demonstrated that characters in sitcoms often flout maxims to enhance humor and dramatic effect, further supporting the strategic use of flouting by characters like Boss Baby. The translation techniques employed, such as paraphrase, explicitation, common equivalence, implicitation, transposition, and reduction, play a crucial role in maintaining translation quality. These techniques ensure that the translated dialogue remains accurate, acceptable, and readable while preserving the original meaning and cultural nuances.

Research by Arofah and Mubarok (2021) on teacher-student interactions emphasizes the importance of using appropriate translation techniques to maintain the integrity and readability of the original message. Similarly, Zhang and Liu (2023) highlighted the effectiveness of Skopos theory in translating character dialogues to reflect personality traits and maintain plot coherence, supporting the approaches used in this study. The translation quality for most characters in "The Boss Baby" is high, with techniques like paraphrase and explicitation effectively maintaining contextual meaning. However, some areas, particularly Tim's complex utterances, could benefit from additional refinement to enhance accuracy. This aligns with findings from Zhang and Liu (2023), who also stressed the importance of adapting translation techniques to reflect character traits and context accurately.

Moreover, studies have shown that techniques such as reduction, deletion, and discursive creation can negatively impact translation accuracy. For instance, Romdhati et al. (2018) found that deletion, modulation, and discursive creation often result in a loss of modality and meaning in the target language, emphasizing the need for careful application of these techniques. Conversely, established equivalence is found to produce more accurate translations by maintaining the message's integrity, as highlighted by Nababan et al. (2012) and supported by findings from other studies on translation quality.

CONCLUSION

This research examines how characters in "The Boss Baby" flout and violate Grice's maxims, showcasing their unique communication styles. Tim Templeton frequently violates maxims, reflecting his impulsive nature, leading to misunderstandings. In contrast, Boss Baby's strategic flouting underscores his authoritative and cunning persona, aiding his control and secrecy.

Translation techniques like paraphrase, explicitation, common equivalence, implicitation, transposition, and reduction were analyzed. Paraphrase and explicitation effectively preserved original meanings and cultural nuances, ensuring accuracy, acceptability, and readability. However, reduction and deletion negatively impacted accuracy by omitting crucial details.

In conclusion, this research highlights the significant impact of characters' communication styles on the translation process. It emphasizes the importance of selecting appropriate techniques to ensure high-quality translations. Future research could explore these dynamics in various cultural contexts to improve translation practices.

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