

## INTRODUCTION

Audiovisual Translation refers to the process of translating audio and visual content, such as movies, TV shows, video games, and other multimedia content, into different languages. According to Cintas & Remael (2007) audiovisual translation encompasses the conversion of multimodal and multimedia texts into a different language and culture. This process includes creating subtitles, voiceovers, dubbing, and audio descriptions.

Generally, the term audiovisual translation brought to the forefront the multisemiotic dimension of all broadcast programs. The goal of AVT is to make this content accessible to a wider audience by providing translations that are both accurate and culturally appropriate. This process involves translating and adapting the audio and visual elements of the content, such as dialogue, subtitles, and on-screen text, to fit the target language and culture. Audiovisual translation is a specialized field that requires a deep understanding of both the source and target languages, as well as expertise in audio and visual production.

Subtitling is considered to be a form of audiovisual translation. Cintas & Remael (2021) describe subtitling as a type of audiovisual translation that involves displaying written text on the screen, typically at the bottom, to represent spoken dialogue and important audio components of a video. This method aids viewers who either do not understand the original language or have hearing impairments to understand the content within. According to Cintas & Remael (2021), subtitles have 2 dimensions including spatial dimension and temporal dimensions.

Spatial dimension refers to the visual aspects of subtitles displayed on the screen during audiovisual content. Several points are mentioned in spatial

dimension, some of the most common include the maximum number of subtitle lines, position on screen, font type and size, and the maximum number of characters per line. According to Cintas & Remael (2021), the maximum number of lines is two. This aim is to avoid drawing attention to themselves, either through formal means or language use. For the placement of the subtitles themselves, the position of subtitles should be placed horizontally at the middle bottom of the screen to minimize obstructing the image, as this area is generally less crucial to the action. The font type that is used is usually in Arial with a size of 30 for Latin-based languages and several other standards for non-latin-based languages. The maximum standard number of characters used is usually 42, but this can change depending on the font type and size used.

The temporal dimension is related to the time of presenting subtitles on the screen. There are several points in temporal dimensions and some of the most common include Synchronization and spotting, Duration of subtitles, and The six-second rule. Synchronization and spotting are one of the points of the temporal dimension where the content of the subtitles and the audiovisual product are in sync with each other. This point also relates to the timing of the appearance and disappearance of each subtitle. For the duration of the subtitle, subtitles should be temporally synchronized with the spoken dialogue, meaning they should appear exactly when the speaker begins talking and disappear as soon as the speaker finishes, which is the ideal guideline for subtitling. The six-second rule is related to synchronization and spotting, which means that an average person can comfortably read in six seconds reading two full subtitle lines. The rule stated that 37 is the maximum of characters per line which is 72 for total.

Subtitling, an essential aspect of audiovisual translation, often involves more than just translating dialogue from one language to another. One of the significant challenges in this process is dealing with the cultural and linguistic nuances that come with each language. Among these challenges is the handling of swear words. Swear words are linguistic expressions considered offensive or vulgar in certain contexts. Allan and Burridge (2006) describe swear words as a category of offensive language used to insult, provoke, or convey intense emotions. Pinker (2007) categorizes swear words into several types, including:

1. Dysphemistic swear word: A swear word that is commonly employed to demonstrate disapproval and offend others. It is also an insulting term directed at someone.
2. Abusive swear word: a swear word that is used for abusing or intimidating others. It is often expressed in a derogatory manner in a debate or heated situation.
3. Idiomatic swear word: a form of swearing whose meaning is ambiguous by single words because it requires a phrase or idiom. These types of swear words have metaphorical meaning and are used to represent something else.
4. Emphatic swear word: a swear word that has a function to emphasize something with a swear word. This type of swear word increases the value of the word in question.
5. Cathartic swear word: a swear word used when something bad or unwanted happens, such as: coffee spilling, hitting another car, etc for the speaker.

In order to solve the problems related to swear words, there are subtitling strategies that can be applied by the translator. Subtitling strategies refer to the

various approaches used in translating dialogue or narration from one language to another for subtitles in audiovisual media. These strategies are crucial for ensuring that the translation accurately conveys the original meaning while considering factors such as timing, space limitations, and cultural nuances. Cintas & Remael (2021) outlines several subtitle strategies used in translating audiovisual content, including:

1. Literal Translation

Literal translation is a strategy in which the translator utilizes the original form of expression from the source language and directly translates each element into the structure of the target language.

2. Loan

Also referred to as borrowing, involves directly incorporating a word or phrase from the source language into the target language text because the same word is used in both languages.

3. Explication:

Explication refers to the act of incorporating information into the target language that is only implied in the source language but can be inferred from the context or situation. This is achieved through (a) specifying or using a more specific term; (b) generalizing or using a broader term; or (c) adding extra information (make it specific to general or vice versa).

4. Calque:

It is a form of literal translation that may appear unconventional because it preserves the syntactic structure of the source language.

5. Substitutions

A translation strategy that involves replacing a cultural reference from the source text with a comparable reference from either the source culture or target culture (cultural substitution), or with a contextually appropriate expression that bears no direct connection to the original text (contextual substitution).

6. Transposition

Transposition is a subtitle strategy in replacing a cultural concept from one community to another cultural concept.

7. Compensation

making up for a translational loss in one exchange by being more creative or adding something extra in another.

8. Lexical recreation

the invention of a neologism in the TL when the ST speaker makes up new words.

9. Omission

When the deletion of terms and expressions that appear in the original is unavoidable because of stringent space-time limitations. This strategy is also activated when the original reference is unknown to the target audience and the rest of the context is clear enough for the utterance to be understood, or when the TL simply does not have the corresponding term.

Swear words are frequently used in various entertainment forms to convey strong emotions or add emphasis and one prominent example is stand-up comedy. Stand-up comedy is a form of comedic performance characterized by minimal theatrical stagecraft, where a comedian performs onstage with only a microphone

in front of an audience. These routines typically address a wide range of topics, including current events, politics, sex, taboos, and personal anecdotes (Pérez & Raúl 2015).

According to McGraw and Warner (2015) comedians often employ swear words to amplify the emotional impact of their material, establish a deeper connection with their audience, and challenge social norms. This strategic use of language serves to break down barriers and create a more intimate and engaging performance experience. The unrestricted nature of this approach is integral to the genre's appeal, as it allows comedians to express themselves authentically and resonate more strongly with their listeners.

Audiences of stand-up comedy often feel engaged in a dialogue with the comedian, despite the performance being primarily a monologue. This dynamic allows for interaction and engagement from the audience, contributing to the informal and intimate atmosphere of stand-up shows. The informal nature of stand-up is emphasized by comedians' casual attire and the use of obscenities in their speech.

There are three previous studies related to the subtitling of swear words. The first study, conducted by Abdeelal (2021), analyzed the types of translation strategies used in translating a film titled *Training Day* from English to Arabic by using Pedersen's (2005) strategies. The results showed that translators use a variety of strategies, with the most commonly used being omission and euphemistic translation.

The second study, conducted by Dewi (2022), discussed translation strategies and the types of taboo words found in a novel titled *Beautiful Bastard*.

The study identified 140 instances of taboo words, with different types including sex, death, excretion, bodily function, religious matters, mother-in-law, and animals. The researcher used Wardhaugh's theory (1986) as a reference for taboo words and Davoodi's (2009) theory for translation strategies.

The third study, conducted by Hasibuan (2021), analyzed the translation strategies and examined the types of swear words in *Joker* movies using Newmark's (1988) theory for translation strategies and Swan's (1995) theory for swear words. The result shows 49 instances of swearing, categorized into two types: strong and weak. Strong swear words are classified into expressions of annoyance, surprise, insult, surprise questions, and emotional emphasis. Weak swear words are categorized as expressions of annoyance, surprise, insult, and emotion. The study identified five out of fifteen translation procedures used in the subtitles of "Joker": cultural equivalent, synonymy, through-translation, shift or transposition, and paraphrase. The most common type of strong swear word used was to emphasize an emotion. Additionally, the cultural equivalent procedure was the most frequently employed translation method.

The research aims to examine the types of swear words utilized in Dave Chapelle's *The Dreamer* stand-up comedy and to analyze the subtitling strategies employed in translating the swear words. The analysis of the types of swear words is based on Pinker's (2007) theory, and the subtitling strategies are analyzed based on Cintas & Remael's (2021) theory.

There are differences and similarities between this research and the three previous studies mentioned. In the study conducted by Abdeelal (2021), the researcher focuses more on what translation strategies are used, while in this study,

besides analyzing translation strategies, this study also analyzes the types of swearwords. The research conducted by Dewi (2022) focuses on analyzing translation strategies and also taboo words, this is also similar to this research which also analyzes translation strategies. The difference between this research and the research conducted by Dewi (2022) is the source of data used. The research conducted by Dewi (2022) uses novels as the source of data, while this research uses stand-up comedy shows. The research conducted by Hasibuan (2021) focuses on translation strategies and types of swear words, this is similar to this research which analyzes both parts. The difference between this research and the research from Hasibuan (2021) is in the theory used. In this research, the theory used is from Cintas & Remael (2021) for subtitle translation strategies and Pinker's theory (2007) for types of swear words.

## **RESEARCH METHOD**

This study employs a qualitative approach to analyze the types of swear words and their subtitling strategies in *The Dreamer*, a stand-up comedy special by Dave Chappelle. The qualitative approach allows for an in-depth exploration of the nuances and complexities of language translation and comedic discourse. According to Kumar (2022), qualitative approach is a scientific method designed to make information more complete and comprehensive in incomplete information. It systematically collects evidence, generates findings, and seeks to answer specific problems or questions

The method used in this research is descriptive case study. According to Kumar (2022), a descriptive case study is a form of investigation created to offer a detailed explanation or comprehensive depiction of a specific phenomenon, event,