

CHAPTER I

INTRODUCTION

1.1 Background of Research

Translation has important part in people's lives. It helps people to understand the written or spoken information in other languages that spread across countries such in culture, art, news, politics, and etcetera. Translation is considered as transferring words or text from one language to another. Windle and Malmkjaer (2011) stated that "The term 'translation' is increasingly used to describe intercultural dynamics that do more than relate two texts to each other" (p. 9). Based on the quote above, it is clear that translating is not only converting a text from source language (SL) to target language (TL), but also transferring the meaning, for example translating idioms, cultural words, and others.

Translation might involve and represent cultural differences between languages. Most of the countries promote their culture through many ways e.g. via internet, magazines, newspaper, television, which requires the translation itself.

They also promote their media such as news, novels, comics, songs, movies, and humors.

Vandaele (2002) defined humor as “physical laughter, as a strange convulsion that appears to be an unambiguous outcome and sign of a psychological reality, or smiling” (p. 221). Oxford Learner’s Dictionary Online (2017) defined humor as funny or amusing things that could make people laugh.

Humor translation is important because as Ross (1998) said “Humour has a high profile in our society” (p. xi). However, translating humor is challenging because it is necessary for the translator to face the problem in humor translation. The problem can come up because the existence of puns, wordplay, and cultural words in the SL. As Vandaele (2010) mentions that humor is known as a challenge in translation because sometimes humor is untranslatable when cultural or linguistic aspects appeared. Therefore, the concern of the success in humor translation is important in order to make people in every part of the world understand and enjoy the humor itself.

The failure of translating humor happens frequently. As mentioned by Bell (2015), some factors can cause the failure of humor when the factor that triggering the humor is misunderstood by the audiences. The factors are linguistic rules, ambiguity, pragmatic force, and joke incongruity. Audiences who do not recognize those factors will likely have a very difficult time processing the humor context which makes them assume the humor is not amusing.

Some researchers have analyzed humor translation; among them is Aisyah Chairina (2014) who focused on the types of humor and whether the humor is successfully translated. She studied the Indonesian subtitle of *The Simpsons* and

analyzed the types of humor that are used in translating the humor, namely linguistics humor, cultural humor, universal humor. In this research, she concluded that the humorous effects are successfully translated or not through the table of features, which contains; ambiguity, superiority, incongruity, wordplay, relief, surprise or shock, cultural reference. The finding of this study is that the movie has all three types of humor, which consists of 3 data of linguistic humor, 4 data of cultural humor, and 5 data of universal humor. However, most the humors in *The Simpsons* are not successfully translated because they lacked the features which are existed in the SL.

Another research about the failure in translating humor is done by Lutviana and Subiyanto (2012). The data is the Indonesian translation of *The Diary of a Wimpy Kid*. The researchers analyzed the failure in humor translation by recognizing whether or not the humor types (linguistic humor, cultural humor, universal humor) as well as its humorous effect is presented in the target text. The study also gives suggestion for a better translation.

The previous research above shows that analyzing failure in humor translation is beneficial for people who learn or are interested in translation studies. Thus, the focuses in the research are on the factors that trigger the humor and cause the failure in humor translation in order to make translators anticipate what causes of the failure in humor translation. Therefore, this research is expected to be beneficial in order to comprehend the humor translation better than before.

1.2 Statement of Problems

The research problems are:

1. What factors triggering the humor translation?
2. What factors cause the failure in humor translation?
3. What the most and the least factor triggering the humor translation?

1.3 Objectives

The research objectives are:

1. To determine the humor factors triggering the humor translation.
2. To find out the factors cause the failure in humor translation.
3. To determine the most and the least factor triggering the humor translation.

1.4 Scope and Limitation

Scope and limitation of this research are the fifteen humors in *Buku Humor Inggris – Indonesia (English Indonesian Joke Book)* (2015). The data is supported by the transcription from the interview of 15 (fifteen) participants of STBA LIA students.

1.5 Research Methodology

1.5.1 Method

The research mainly uses descriptive qualitative as the method supported by quantitative data from the interviews. The data and the transcription of participants' interview will be analyzed based on Bell (2015) theory.

Descriptive is a method to describe characteristics, and qualitative is a method to help in having insight into problems or cases (Shields and Rangarajan, 2013). Descriptive also usually uses in translation studies as mentioned by Toury (1995) that descriptive is a key within translation studies and its evolution. The writer believes that conducting a research based on Bell's theory, by interviewing some participants in finding their interpretation about the humors, will provide the validity in the data analysis.

1.5.2 Data Source

There are two data sources. First, the data are taken from *Buku Humor Inggris – Indonesia (English Indonesian Joke Book)* book by Jeremy Taylor and translated by Muhamad Rivai. The book was published on March, 24th 2015 by Smashwords. This book is selected as the source text considering it is a collected bilingual humor book. The book is bilingual because the writer wants the readers enjoy reading the book easily without needing dictionary. The book has one hundred different English jokes which already translated into Indonesian.

The data are also taken from the reports and the interpretation of fifteen participants. STBA LIA Jakarta students are chosen to be the participants in this research. The participants must fulfill the conditions that the writer specified, which are: have passed *Introduction to Translation* class and all participants were in 4th semester and active students. The data is supported by note taking and voice recording as the tool.

1.5.3 Data

There were fifteen humor data taken from the English and Indonesian text in *Buku Humor Inggris – Indonesia (English Indonesian Joke Book)* and also the transcriptions from the interview of fifteen participants when giving their interpretation on fifteen humor data.

1.5.4 Data Collection

These following steps are used for collecting the data.

- a. Reading both English and Indonesian text from the book to learn and understand the humorous text.
- b. Taking notes of the humor found from the both English and Indonesian text.
- c. Fifteen participants are asked to read the translation of the humor.
- d. The participants are asked to give their interpretation on whether or not the humor is funny. They are allowed to use either English or Indonesian language for the report.
- e. The participant's responses are recorded.
- f. The voice recording of the participants will be transcribed to be analyzed.

1.5.5 Data Analysis

In analyzing the data, the writer categorized the factors that trigger the humor translation. Each factor was described. After that, the writer analyzed the responses of the participant's interpretation on the humors to get the factors that

cause the failure in humor translation. The factors found were classified by Bell's theory, and then the factors were clarified.

1.6 Organization of Writing

The thesis consists of four chapters. In Chapter I, the introduction is presented, which has six points; background of research, statement of problems, objectives, scope and limitation, research methodology, and organization of writing. Chapter II reviews the relevant theories about translation and humor. Chapter III discusses the findings. In Chapter IV, conclusions and suggestions are given.