

CHAPTER I

INTRODUCTION

1.1 Background of Study

Basically translation is a change of form. Translation itself is a process of transferring information from the source language (SL) to the target language (TL). “Translation is a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language” (Newmark, 1981, p.7). As stated before, the conclusion is a good translation needs a good translator as well. Not only transfer the idea, message and information from the SL to the TL but translator also establish an equivalent translation from one language or SL to other language or TL. Especially for English to Indonesian translation since both languages have different system and structure, consequently, a growing need to find appropriate screen translation approaches.

When translating a text, the translator has some rules. The translator must be able to deliver the message from the SL to the TL, so the readers will be able to get the original message from the SL. Language consists of many aspects of human life that also impacts in human life as well. According to Hyland (2004, p.1), language is seen as central way in which we construct our lives. Language is also used to show our expressions, ideas, opinions and feelings. The phenomenon of language has brought up in many ways especially expressing the language itself. There are bad and good languages used by people to express their feelings, ideas, and emotions. According to Chaika (1982), people use language to reveal or conceal their personal identity, character, and background without realizing that they are actually doing so. Therefore, every person has their own way to choose the language variation which can confirm one's identity. Some people may prefer to use language that has a strong connotation to express certain feeling, for example sad or angry. To achieve this, one sometimes uses certain kind of words that are considered as bad or inappropriate to use such as taboo language.

Taboo terms were firstly introduced by Captain Cook in the late 18th century when he was sent to Tahiti (The British Museum, 2007). According to Allan and Burridge (2006, p.2-3), taboo or known as *tabu* is a Tongan term that denotes a person, object or act which is dangerous and therefore it must be avoided. The example of this case is the act of incest which is known as taboo, and so is the word *motherf**ker* that denotes incest activity. However, there are other words that are considered taboo while the action they denote is not considered taboo. When people talk about sex, it is often considered taboo while the act itself is not forbidden if it is done by the appropriate person in suitable place and time.

Therefore, words that are related or linked to taboo act will automatically become taboo words (Allan and Burrige, 2006, p.2).

Nowadays, we can find taboo words in daily conversation, television, books, songs, social media, etc. The phenomenon of taboo words also can easily found in movies. Movie plays an important role in our life as agents to convey message one language into another. "Cinema has been one of the greatest influences in our modern life, and it is also a form of art. It is the combination of technology, business, entertainment and aesthetics; each and every one of these four has an important role in present day world and is also visible in the variation of its forms." (Istiak, 2013, p.77)

According to Wiadnyana (2012), almost every movie uses taboo words in the dialogue because the use of taboo words in the dialog makes the characters of the film look natural to express their emotion. Taboo words support the representation of a real life in the plot of the story. Pablo (2013) explained how translators face a lot of troubles in translating movie since they should pay attention to cultural elements in order to please their audience (the TL audience) specially when translating taboo words taking the censorship.

Translating a text and, moreover, translating an audiovisual text is a difficult task that has no definite solutions, but different opinions or approaches. One of the difficulties that the translator usually finds is the introduction of cultural elements to the translating concept since it is in such situations when adaptation comes into play, and it is at these moments that the translator faces the predicament of trying to please the entire audience and distributors, a task not easy to achieve.

There are some previous researches related to the translation of taboo words. First research found in the journal entitled *Taboo Words in Their Translation in Subtitling: A Case Study in The Help* by Agus Darma Yoga Pratama from University of Warmadewa in 2016. The study shows the function of taboo words found in *The Help* movie and how the translator translated the taboo words into the target language by analyzing the function of the taboo word, categorizing the types of taboo words and subtitle strategies used to translate the taboo word in the film. This research uses the theory by Ljung (2011) analyzing the function and types of taboo words and the theory from Nida (2002) and Baker (1992) in analyzing the translation strategy. The result from this research is there are 70 taboo words found in the raw data and the functions of those taboo words are to express sympathy, surprise, disappointment, disbelief, fear, annoyance, metaphorical interpretation, reaction to mishap and etc. The strategies applied in translating those taboo words are omission, transfer, and euphemism./

The second research used as the previous studies is *Translation of Taboo Words in the SpongeBob Movie Sponge out of Water and Their Indonesia Subtitle* by Cahya Beni Permadi from State Islamic University Syarif Hidayatullah Jakarta in 2017. The study shows the translation strategies used by the translator in translating taboo words and identify the quality of the translation. This research uses the theory by Timothy Jay (2002) to classifying the types of taboo words and the theory from Mona Baker (1992) to analyze the translation strategy. There are six types of taboo words found in the movie. They are insult and slurs, cursing, vulgarity, epithets, profanity and slang. No taboo words were found in the study related to blasphemy, taboo, and obscenity and scatology category. It was

concluded that insult and slurs is the taboo word types that mostly used in the movie. There are six insult and slurs made by the characters in the movie. The result of the analysis the translation strategy shows three strategies employed in the translation of taboo word. They are translation by more general word (twelve data), translation by neutral word (two data) and translation by cultural substitution (four data).

In this research, the researcher uses a movie entitled *Central Intelligence* as the source of the research. This movie is a 2016 American action comedy film directed by Rawson Marshall Thurber, and written by Thurber, Ike Barinholtz and David Stassen. The movie is chosen because many taboo words are found in the subtitle. The research intends to analyze the types of taboo words by using Timothy Jay (2002) theories of ten different types of taboo words namely cursing, blasphemy, taboo, obscenity, profanity, vulgarity, slang, epithets, insult and slurs, scatology. Besides that, the researcher will also analyze the translation procedures by Newmark (1988) in translating the taboo words uttered by the characters in the movie.

1.2 Statement of Problems

According to the background of the study, the problems that occur in this research are:

1. What types of taboo words found in *Central Intelligence* movie?
2. What procedures applied in translating taboo words in *Central Intelligence* movie?

1.3 Purpose of Study

The purpose of this study are:

1. To identify the types of taboo words found in *Central Intelligence* movie.
2. To analyze the procedures of translation found in *Central Intelligence* movie.

1.4 Scope and Limitation

The research focuses on analyzing the types of taboo words by using Timothy Jay's theories and the translation procedure in translating taboo words by Newmark in the subtitle of *Central Intelligence* movie from English to Indonesian.

1.5 Research Methodology

1.5.1 Method

This study uses descriptive qualitative research. Descriptive is a method to describe characteristic, and qualitative is a method used to gain deep understanding of the phenomenon (Shields and Rangarajan, 2013). Data will be analyzed by referring to Timothy Jay's theories for types of taboo words and analyzing the translation procedure by Newmark's theories in translating the taboo words in the subtitle.

1.5.2 Data Source

The data of this study are taken from the movies entitled *Central Intelligence*, an American action comedy film directed by Rawson Marshall Thurber, and written by Thurber, Ike Barinholtz and David Stassen. *Central Intelligence* movie was released on June 10th, 2016. This movie is in the form of original DVD (Digital Versatile Disc). The Indonesian subtitle was translated by *PT Vision Interprima Picture*. The movie is starred by Kevin Hart and Dwayne Johnson. The movie is about two old high school friends who go on the run after one of them joins the CIA in order to save the world from a terrorist who has an intention to sell satellite codes.

1.5.3 Data Collection

The steps done in the collecting data:

1. Finding the original version of the movie in order to have a good quality of the picture and subtitle.
2. Reading the data in the Indonesian subtitle of *Central Intelligence* movie.
3. Identifying taboo words which are uttered in the movie.

1.5.4 Data Analysis

Steps conducted to analyze the data:

- a. Checking the meaning of the taboo words found in movie by consulting monolingual dictionary; *Urban Dictionary Online*, *Oxford Advanced Learning Dictionary*, *The Free Dictionary* and *Kamus Besar Bahasa Indonesia*.

- b. Analyzing the types of taboo words based on Timothy Jay's theory.
- c. Analyzing the procedure used in translating the words based on Newmark's theory.

1.6 Organization of Writing

This research is divided into four chapters. In the first chapter, the researcher explains about the background of study, statement of problems, scope and limitation, research methodology, and organization of writing. Chapter two explains definition of translation, and the theories used in this research. In chapter three, the data are analyzed by using the theories in chapter two. In chapter four, the researcher draws conclusion from the data analysis.