CHAPTER I

INTRODUCTION

1.1 Background of the Study

Translation plays a significant part in society that allows people from diverse backgrounds to engage in receiving any information and break the language barrier. Translation applies to various fields such as business and entertainment media. In entertainment media, which often involves the translation process of subtitling, translation serves as a means of making content accessible to global audiences by rendering the meaning of a text into another language in the way that the author intended the text, as Newmark (1988) stated. Aside from Newmark, Nida and Taber (1974) also define translating as reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style. Based on the definitions, it can be concluded that translation aims to convey the author's intended message while maintaining the natural flow and style of the language produced. This process makes sure that the main message of the

original text stays the same, so readers or viewers can connect with the content genuinely. Along with keeping the original material true, translation also means adjusting the language to fit the cultural background and language details of the audience it's meant for.

In order to reach the intended audience, subtitles are an important aspect for understanding the message conveyed in media of entertainment besides only translating the content. It is to understand the dialogues especially if it is delivered quickly so the words sounded unclear. Subtitles are a diamesic translation in polysemiotic media (including films, TV, video and DVD) in the form of one or more lines of written text presented on the screen in sync with the original verbal content according to Gottlieb (2012). Additionally, subtitles enable viewers to fully grasp the narrative and dialogue, which make them feel more connected to the characters and plot.

Characters in movies primarily express their feelings through dialogues, with the use of profanity being quite common. While it could be excluded, most movies choose to include it as it helps capture the audience's interest. One of the movies being *Old Dads*, a 2023 R-rated comedy film starring Bill Burr in his directorial debut (https://tvtropes.org/pmwiki/pmwiki.php/Film/OldDads) and the taboo expressions existing in the movie will be analyzed. The main reason for choosing this topic is personal interest. The movie *Old Dads* is fitting for those who are a Bill Burr fan and is searching for a good laugh. In Rotten Tomatoes (https://www.rottentomatoes.com/m/old_dads), a website for movie ratings, it got 85% of reviews from a total of 2.500+ reviewers which is considered good when it is above 60%. Based on the data, the movie got more of

a positive review and one of the top critics claimed that "Burr is skilled at this, for sure. And Woodbine and Cannavale, who are better actors overall, slide into Burr's mode with ease. The results will prove satisfactory and maybe cathartic for his fans" (https://www.rottentomatoes.com/m/old_dads).

The characters in the *Old Dads* movie use various taboo expressions in order to express the character's emotions as mentioned in the third paragraph. 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 (Allan and Burridge, 2006). Whether the use of taboo expressions is acceptable depends on the people being conversed with. The study of taboo expressions offers insights of the connection between language and culture and how societies utilize language to convey their core beliefs. In the context of taboo expressions, there are ten types of taboo words proposed by Jay: Taboo, Obscenity, Profanity, Vulgarity, Epithets, Blasphemy, Cursing, Slang, Insults and slurs, and Scatology.

In translating taboo expressions, strategies are to understand the context of the situation in the play especially given that the characters commonly use the same word in different situations. In translating various types of taboo words mentioned before, some subtitling strategies by different scholars can be used. This research uses subtitling strategies proposed by Cintas and Remael: Loan, Literal translation, Calque, Explicitation, Substitution, Transposition, Lexical creation, Compensation, and Omission.

Two most recent researches analyzed the translation types and strategies used for the taboo words in movie subtitles. Meanwhile, the other recent research analyzed the translation types. The first research is conducted by

Wibawa, Netra, and Rajeg (2022) for the movie *Deadpool 2* discussed the translation types proposed by Jay and the translation strategies proposed by Vinay and Dalbernet used in translating the subtitles. The results obtained from the analysis indicated that there are five types of translation identified in the dialogues which were obscenity, cursing, scatology, profanity, and insult, and the strategies used were mostly literal and equivalence translation.

Another research is conducted by Widhi, Wahyuningsih, and Putranti (2019) on the movie *Central Intelligence* that discusses the translation types proposed by Jay. However, the translation procedures discussed is proposed by Newmark. In the research, 65 taboo words were found in the dialogues with eight types identified (cursing, profanity, taboo, vulgarity, slang, epithets, insult and slurs, and scatology) and ten translation procedures were applied (cultural equivalence, paraphrase, reduction, literal translation, descriptive equivalent, functional equivalent, couplets, naturalization, through translation, and compensation) with literal translation and equivalence translation are mostly used.

Different from the researches mentioned above, the research conducted by Himawan and Haryanto (2021) on the movie *A Few Less Men.* It discusses the translation types proposed by Jay. All types of taboo words are identified in the dialogues. A total of 243 taboo words were found in the movie. The study also discusses function of taboo words using Ljung's (2011) theory which this study does not.

It can be concluded that three of the previous researches are different from what this study conducts in terms of what is analyzed. This research focuses

mainly on the types of taboo words proposed by Jay and subtitling strategies proposed by Cintas and Remael. The way of analyzing the taboo words used in the movie *Old Dads* is the same as the one conducted by Widhi, Wahyuningsih, and Putranti (2019) in terms of analyzing the types, with the difference being the kind of strategies and the movie title.

This study is different from the previous in terms of analyzing the types of taboo expressions and subtitling strategies using Jay (1992) and Cintas and Remael's (2021). The research is an addition for future studies and enhances the further understanding of taboo expressions in audiovisual translation and contributes to existing knowledge by providing the overall results analyzed from the movie *Old Dads*.

1.2 Research Problem

The research problems are:

1. What are the types of taboo expressions used in the movie *Old Dads*?

2. What subtitling strategies are applied for translating the taboo words in the movie *Old Dads*?

1.3 Research Objectives

The aims of this research are to identify the types of taboo words proposed by Jay in the movie *Old Dads,* including taboo, obscenity, profanity, vulgarity, epithets, blasphemy, cursing, slang, insult and slur, and scatology, and to analyze the subtitling strategies proposed by Cintas and Remael in the movie *Old Dads,*

which include loan, literal translation, calque, explicitation, substitution, transposition, lexical recreation, compensation, and omission.

1.4 Scope and Limitation

This research focuses on the types and subtitling strategies on taboo words. The data collection is conducted through analyzing the types of taboo expressions and strategies applied in the movie *Old Dads*. This study does not address issues outside of translation types and subtitling strategies. The results of this study will be applicable only to the movie *Old Dads*.

1.5 Research Methodology

1.5.1 Method

This study employs a qualitative descriptive method. This method aims to provide a thorough and easily understandable summary of a particular experience (Lambert and Lambert, 2012). The presentation of data from a qualitative descriptive study involves a straightforward descriptive summary of the informational contents of the data that is organized in a logical manner. The research data is analyzed using Jay's theory on the types of taboo words and Cintas and Remael's theories on the subtitling strategies.

1.5.2 Data

Data for this study are the subtitles from the movie *Old Dads*, released in 2023 and directed by Bill Burr, with a total runtime of one hour and 44 minutes. The movie narrates three best friends that become fathers later in life and find themselves battling preschool principals, millennial CEOs

and   anything   created   after   1987
(https://www.rottentomatoes.com/m/old_dads).

1.5.3 Data Collection Methods

In order to collect the data, the researcher chose the data randomly (Kumar, 2011). The steps in collecting the data are:

1. Highlighting the taboo expressions in the English and Indonesian subtitles.

2. Highlighting the subtitling strategies applied by the subtitler.

3. Putting the data into tables.

1.5.4 Data Analysis Methods

In analyzing the qualitative data, Miles and Huberman (2014) proposed three concurrent flows of activity:

1. Data condensation

Data condensation is the process of choosing, simplifying, and transforming data from field notes, interviews, documents, and other materials. It also involves summarizing, coding, generating categories, identifying themes, and writing analytic memos. In this study, the researcher categorizes the taboo expressions in the subtitles from the movie *Old Dads* and categorizes the subtitling strategies applied by the subtitler.

2. Data display

Data display organizes information into a clear, compact form, making it easy for the analyst to understand what's happening. This helps in drawing conclusions or determining the next steps in the analysis. In this study, the researcher finds the meaning of the data in an English

Dictionary and in an Indonesian Dictionary after organizing the data in a table.

3. Drawing and verifying conclusions

Drawing and verifying conclusions involves checking the accuracy of findings as the analyst works. This can be as quick as a brief thought while writing or a more detailed process, including reviewing field notes and discussing with colleagues to reach a shared understanding. In this study, the researcher finds the most used types of taboo expressions and subtitling strategies after the data is gathered.

1.6 The Organization of Writing

The research paper is divided into four chapters. The first chapter covers the research background, research problem, research objectives, scope and limitation, research methodology, and includes previous studies supporting the research topic. The second chapter presents theories from experts to validate the research data. The third chapter involves the analysis and discussion of the research data. The fourth chapter contains the conclusion of the research data.