

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Taboo words are always associated with language that is considered inappropriate and can not be used in daily conversation. According to Allan (2019), taboos are socially enforced prohibitions on actions that arise when an individual's behavior is considered to have the potential to cause discomfort, harm, or injury. In principle, any kind of behavior can be taboo. Based on what Allan said, taboo can be actions or words that are prohibited in certain social communities. An example of this case is the use of the words *fuck*, *sex* and *motherfucker*. Sex is sometimes considered taboo although it is not forbidden when done by the right person at the right moment. *Motherfucker* denotes an incest activity. Incest is a taboo action that is strictly prohibited in society.

Taboo words are often avoided`sda by many people. Wardhaugh and Fuller (2015) state that taboos are forbidden in society because they can cause embarrassment or shame. However, it seems that attitudes toward the function of taboo words have changed in recent years. The reason for this change is the weakening of legal sanctions. Nowadays, people generally take taboo words more casually. As a result, people are using taboo words more frequently to express their anger and other strong emotions.

Taboo words have various types according to experts. According to Battistella (2005), there are four types of taboo words, *Epithets*, *Profanity*, *Vulgarity*, and *Obscenity*. Epithets are various types of slurs, such as *bitch*, or *fag*. Usually, these refer to race, ethnicity, gender, or sexuality, but they may also refer to appearance, disabilities, or other characteristics. Profanity is religious cursing. This is the harsh application of what is considered sacred, and it can range from a mild *hell* or *damn* to a more forceful *goddamn*. Vulgarity and Obscenity refer to words or expressions which characterize sex-differentiating anatomy or sexual and excretory functions crudely, such as *shit* and *fuck*. While based on Jay (1992), he classifies 10 categories of taboo words, they are Epithets, Profanity, Blasphemy, Obscenity, Cursing, Taboo, Vulgarity, Slang, Insult and Slur, and Scatology.

The existence of taboo words can be found in daily conversation, television, books, songs, and social media. The appearance of taboo words also can be easily found in movies. Some individuals believe that using taboo words to express powerful emotions is one of the reasons why they appear in movies. The use of taboo words in movies is not only to show anger, but it can also be a symbol of intimacy in people's relationships. For example, the use of the word *bitch* in the sentence "*Hey bitch!*". The word *bitch* here refers to a nickname for a friend that is very close to you.

The appearance of taboo words in movies is inseparable from the use of subtitles. Subtitles function is to convey messages from one language to another language. Subtitles are usually put at the bottom of the movie. The use of subtitles

is not just putting the translation language in the movie, there are various subtitling strategies that translators can use to make it easier to classify the types.

According to Cintas and Remael (2021), subtitling is a form of translation that is presented in the form of written text and usually placed at the bottom of the screen that aims to convey the original dialog that is converted into various languages by various speakers. To produce a high-quality translation, a translator must take consideration into several kinds of factors such as lexicon, grammatical, structure, context, and culture. Therefore, a translator should apply the theory of subtitling strategies to identify specific dialogs to translate the right strategy. In this case, the researcher use the subtitling strategies theory proposed by Cintas and Remael. Cintas and Remael (2021) state that subtitling strategies consist of nine classifications which are, *Loan*, *Literal translation*, *Calque*, *Explanation*, *Subtitution*, *Transposition*, *Lexical recreation*, *Compensation*, and *Omission*.

To support this research, the researcher found four studies that are related to taboo words and translation strategies. The first study was conducted by Dewi et al. (2022). This research investigated the translation strategies of taboo words from English to Indonesian novels. The study found that the most common strategy used by translators in translating novel dialog is taboo for taboo. The least common strategy is euphemism. The second study was conducted by Wigraha et al. (2022). The purpose of this study is to find the types of subtitling strategies and the most and least subtitling strategies found in the movie. The results show that the most used subtitling strategy is transfers, and the least used subtitling strategy is resignations. Another research is from Lovihandrie et al. (2018). The study found

that the translator used six techniques in translating 555 data on taboo words in the novel *Bared to You*. The techniques are omission, euphemism, substitution, borrowing, and translation with a more common word. The last study is stated by Abdelaal and Al Sarhani (2021). The results showed that the method proposed by Pedersen and Abdelaal was used to substitute selected words and expressions. Omission and euphemistic translation are the two most used strategies by translators.

The four studies above are related to this research. However, there is a gap in what they studied in this research. This study fills the gap by applying types of taboo words and subtitling strategies. These four studies did not discuss types of taboo words. This study discussed the types of taboo words based on Batistella's theory.

The researcher uses a movie series entitled *Snowpiercer* as the source of this research. In *Snowpiercer* series, the characters often use taboo words in their dialogue, so it is easier to find the taboo words that appear in the series. The series itself is about the earth becoming freezing, and the only place where living things can survive is in a huge, giant train that has been designed very modern. However, there are many issues regarding social gaps, making fights between people on the train unavoidable. This series tells the story of Layton, the passenger from the back of a carriage, who went to the front of the carriage to demand justice. His struggle to go to the front carriage was very difficult and he found many problems in each carriage. This research focuses on the types of taboo words and the subtitling strategies that are found in the series.

1.2 Research Questions

1. What are the types of taboo words found in *Snowpiercer* series season 1?
2. What are translation strategies applied in translating taboo words found in *Snowpiercer* series season 1?

1.3 Research Objectives

Regarding the problems of the study, the objectives of the study are:

1. To find out the types of taboos in the *Snowpiercer* series season 1.
2. To analyze the subtitling strategies of taboo expressions found in the subtitle of the *Snowpiercer* series season 1.

1.4 Scope and Limitations

The researcher only focuses on the types of taboo words and subtitling strategies used in the *Snowpiercer* series season 1. After categorizing the taboo words, the researcher will analyze the types of taboo words based on Batistella's theory and subtitling strategies based on Cintas and Remael's theory. The next move is the researcher explains the theory used in this research. The theory is used to solve the problems regarding the analysis of taboo words.

1.5 Research Methodology

1.5.1 Method

This research used descriptive qualitative research. According to Creswell and Creswell (2023), qualitative methods are in the form of writing and use data in the form of text and images. The method for conducting qualitative research is to create data analysis steps and use various procedures. As a result, the findings of qualitative research will be different from those of quantitative research because

they will not be presented in the form of statistical data. The researcher describes the types of taboo words and subtitling strategies that appeared in the *Snowpiercer* series.

1.5.2 Data Source

The data of this research are collected from the subtitles transcript provided by Netflix on the *Snowpiercer* series. The researcher uses the English and Indonesian subtitles.

1.5.3 Data Collection

Researchers take several steps to collect the data collection, such as:

1. Watching all episodes of three seasons of *Snowpiercer* series.
2. Collecting the taboo words found in the series.
3. Making a list of all the data found on the list.

1.5.4 Data Analysis

After the data is collected, the researcher will analyze the data. The researcher took several steps. They are:

1. After collecting the data, the researcher classifies the types of taboo words based on Batistella's theory.
2. The researcher finds out the context of each taboo word that has been found.
3. The researcher analyzes the subtitle strategies used based on Cintas and Remael's theory.
4. The researcher explains the context of each of the subtitling strategies.
5. The researcher discusses the findings that will be supported by the theory that has been written in the theoretical framework.

6. The researcher draws conclusions and suggestions.

1.6 Organization of Writing

This research consists of four chapters. Chapter one is about the introduction which contains a background of the research, the statement of problems, the research objectives, the scope and limitations, the research methodology, and the organization of writing. Chapter two explains the theoretical framework and the discussion of theories that are used in doing this research. Chapter three is about presenting the data analyzed using the theories explained in Chapter Two. In Chapter Four, the researcher concludes the data analysis.