

# **CHAPTER I**

## **INTRODUCTION**

### **1.1 Background of the Study**

Audiovisual translation focuses on the practices, processes, and products involved in or resulting from the transfer of multimodal and multimedia content across languages and/or cultures (Baker & Saldanha, 2020, p. 30-34). This means that audiovisual translation is the practice of making visual and sound content and making it understandable to all people, even those who speak different languages or come from different cultures. To achieve this, Baldry & Thibault (as cited in Baker & Saldanha, 2020) stated, it is important to consider that audiovisual texts are multimodal since their production and interpretation rely on combining a wide range of semiotic resources or modes. One of the modes is subtitling.

Cintas & Remael (2021) stated, Subtitling is a translation practice that consists in displaying a written text, usually at the bottom part of the screen with the aim to recount the original dialogue between speakers, as well as all the other verbal information that is transmitted visually (letters, inserts, graffiti, text messages, inscriptions, placards, and similar items) and aurally (songs, voices off, voiceover narration). This statement emphasizes that subtitling is translating the spoken words and any other important verbal information that appears on the screen or can be heard. That theory aligns with Ávila-Cabrera (2023), who stated that subtitling is the display of a written text on the screen synchronous with the original verbal or written message

shown. Based on this definition, subtitling is a process of displaying written text matching the timing of the original verbal or written message.

Brondeel (as cited in Cabrera, 2016) stated that, not only rendering a source text (ST) into a target text (TT), subtitlers also have to bear in mind certain restrictions affecting the choices that they can make. Some of the restrictions are temporal and spatial, which disallow subtitlers to write as many characters per line as they want. Based on that statement, it can be inferred that subtitling is a highly complex and demanding task that requires consideration of linguistic, cultural, and technical factors. To overcome these challenges, experts have proposed subtitling strategies aimed at facilitating effective and accurate translation of audiovisual content. One of them is Gottlieb's theory (1992) which consists of ten strategies; expansion, paraphrase, transfer, imitation, transcription, dislocation, condensation, decimation, deletion, and resignation. Another strategy is by Ávila-Cabrera (2023), which includes loan, literal translation, calque, explicitation, substitution, transposition, lexical recreation, compensation, omission, and reformulation. These strategies are applicable in subtitling many expressions, specifically swear words.

Swear words denote taboo or stigmatized things in culture, and these words should not be translated in a literal way (Hawel, 2019). Especially in Indonesia, swear words are deemed taboo, and subtitlers can't freely translate the source language swear words into Indonesian (Rohmawati, 2021). Based upon the statements above, it can be concluded that the subtitler needs to have a high level of cultural understanding to subtitle swear words.

Experts have proposed theories about the typologies of swear words, one of which is Battistella (2005). His theory of types of swear words or offensive language falls into four categories, which are epithets, profanity, vulgarity, and obscenity. Ávila-Cabrera (2023) also proposed a taxonomy of offensive language that consists of curse/threat/violence, expletive, insult, invective, swearing, and swear words/phrases.

There are three previous studies that discuss subtitling strategies and/or types of swear words. The first one is *An Analysis of Swearing Word Types and Translation Techniques in Shaft Movie Subtitle* conducted by Widya & Amilia (2022). The aim of this study is to describe the types of swearing words and analyze the translation technique. The research method used in this study is descriptive qualitative. This research used Pinker's types of swear words theory and Molina & Albir's translation techniques. This research reveals that there are four types of swearing words found in *Shaft* such as abusive, idiomatic, cathartic, and emphatic swearing. Idiomatic swearing has 26 data, abusive swearing has 20 data, cathartic swearing has 3 data, and emphatic swearing has 2 data. The analysis also shows that there are three translation techniques applied in translating swear words in *Shaft*, such as reduction, amplification, and adaptation. The reduction technique has 13 data, the amplification has 38 data, and the adaptation has 10 data. The translation technique mostly used is amplification since there is a lot of data in the SL that cannot be translated literally to the TL. Therefore, the translator paraphrases the SL words by using different words to get the same meaning in the TL.

The second previous research is written by Rohmawati (2021). Her research, *Subtitling Strategies of Swear Words in Deadpool One & Deadpool Two Film*, aims to

obtain data concerning the subtitling strategies of swear words that are found in the subtitles of *Deadpool One* and *Deadpool Two* films. The method used in this study is descriptive qualitative. The results of this research show that according to Gottlieb's (1992) theory, the subtitlers for *Deadpool One* and *Deadpool Two* used six different subtitling strategies in each film. The subtitler in *Deadpool One* tends to use the paraphrase and deletion strategies, followed by condensation, decimation, and transfer, with expansion being the least employed. The subtitler in *Deadpool Two*, on the other hand, employs deletion as the most used strategy. The subtitler's next most used strategies are paraphrase, condensation, decimation, and transfer; the least commonly employed strategy is expansion.

The third previous research is *A Study of Subtitle Translation Strategies Used to Translate the Offensive Language in Billions* by Hernando (2022). This study aims to examine the expressions considered offensive language produced by all characters in their workplaces in *Billions* and the subtitle translation strategies used to translate them. This study was done using a qualitative approach. The theories applied in this research are Battistella's (2005) theory of offensive language and Pedersen's (2011) theory of subtitle translation strategy. The results of this research are divided into two parts: (1) the expressions considered offensive language based on the context in *Billions* and (2) the subtitle translation strategies used to translate offensive language in *Billions*. The first part describes the categories and the sample of offensive language based on the expressions produced by all characters in their workplaces in *Billions* which are Epithets, Profanity, Vulgarity, and Obscenity. The second part describes the

subtitle translation strategies and the sample used to translate offensive language in *Billions* which are Direct Translation, Generalization, Substitution, and Omission.

All three studies mentioned above are related to this research and similar in that all of them discuss swear words/offensive language. The first study, *An Analysis of Swearing Word Types and Translation Techniques in Shaft Movie Subtitle* by Widya & Amilia (2022). This study aims to describe the types of swearing words and analyze the translation technique using Pinker's types of swear words theory and Molina & Albir's translation techniques. The difference with this research is the theory used to determine subtitle strategies and types of swear words. The second study, *Subtitling Strategies of Swear Words in Deadpool One & Deadpool Two Film* by Rohmawati (2021). The aim of this study is to obtain data concerning the subtitling strategies of swear words that are found in the subtitles of Deadpool One and Deadpool Two films. Dissimilar to this research, Rohmawati focuses only on subtitling strategies of swear words and the theory used to determine the subtitling strategies. The third study, *A Study of Subtitle Translation Strategies Used to Translate the Offensive Language in Billions* by Hernando (2022), focuses on examining the expressions considered offensive language produced by all characters in their workplaces in *Billions* and the subtitle translation strategies used to translate them. The only difference with this research is that the theory used to determine the subtitle strategies and types of swear words is by Ávila-Cabrera (2023). This research itself focuses on what types of swear words are found in Inside Job episodes 1-2 and what subtitling strategies are used to subtitle swear words from English to Indonesian in the series.

## **1.2 Statement of Problem**

Based on the background knowledge, the statements of problems that can be formulated are:

1. What types of offensive words are found in Inside Job episodes 1-2?
2. What are subtitling strategies used to subtitle offensive words from English to Indonesian in Inside Job episodes 1-2?

## **1.3 Research Objectives**

According to the statement of problems, the research objectives that can be considered as follows:

1. To determine the types of offensive words found in Inside Job episodes 1-2.
2. To determine the subtitling strategies used to subtitle offensive words from English to Indonesian in Inside Job episodes 1-2.

## **1.4 Research Methodology**

The chosen series for this research is Inside Job episodes 1-2. This series is an adult animated comedy series about a dysfunctional team whose job is to conceal the world's conspiracy. The series is filled with many offensive words, which are needed for this study. The data of this study are taken from the offensive words uttered by the characters and also the Indonesian subtitles of the series. The techniques for collecting data from the movie are observation and note-taking.

Qualitative description is the chosen approach. Levitt et al. (2018) stated that qualitative research is used to describe a set of approaches that analyze data in the form of natural language and expressions of experiences. The method used in this research is a descriptive one, which, according to Kumar (2019), attempts to systematically describe a situation, problem, phenomenon, service, or programme. Observation is one of the methods used to collect data in qualitative research. The difference between observation in qualitative and quantitative is the flexibility and freedom in what and how to observe, and in recording and analyzing the data. This research also utilized theories from Ávila-Cabrera (2023) to determine types of offensive words and the subtitling strategies.

### **1.5 Scope and Limitation**

This research's main focus is to determine the types of offensive words found in Inside Job episodes 1-2 and to analyze the subtitling strategies. The data are collected from swear words uttered in the TV show and the Indonesian subtitles. This research will not discuss other problems that are not considered swear words or offensive words, and the Indonesian subtitles.

### **1.6 Organization of Writing**

Chapter one of this research consists of the introduction of the study, which explains the surface-level of audiovisual translation, subtitling, swear words, and previous studies. There is also the statement of problems, research objectives, research methodology, scope and limitations, and the organization of writing. Chapter two

consists of the theoretical framework of this study. Chapter three consists of a comprehensive data analysis and the results of this research. It ends with the conclusion in chapter four.