

Introduction

In today's digital era, watching movies has become one of the most popular forms of entertainment. Advances in technology and media allow audiences to enjoy various types of movies, either through television or movie theatre. Various genres such as action, adventure, documentary, science fiction, fantasy, and thriller are produced regularly by the global movie industry. A study shows that feature films are among the most frequently translated content, reflecting the high need for translators who are competent in producing quality subtitles (Aulia, 2022).

Subtitling or subtitles are important parts of a film or movie. Subtitling means showing written captions in a different language at the bottom of the screen, and these captions must match the film's dialogue in each scene (Racoma, 2015). Almost all movies released in Indonesia have subtitles in both English and Indonesian. Because there are many kinds of movies in the world with different languages, translators can choose movies that interest them (Fitria, 2019).

According to Simatupang (2000), translating means transferring the meaning from the source language into the target language and recreating it as clearly as possible following the rules of the target language. Moentaha and Salihen (2008) say that the translation process means changing a text from one language to another without changing the original content. So, when changing a text from one language to another, the message in the source language must be correctly delivered in the target language. Hoed (2006) has a similar idea, defining translation as the activity of sending a message from the source language to the target language. Meanwhile, Muam and Nugraha (2020) explain that translation is transferring meaning, which needs knowledge about sentence structure and cultural context to make a good introduction.

There are two previous studies related to this topic. The first study by Nurazizah and Usmi (2021) identified at translating Korean swear words into Indonesian using webtoons as the data source. In their research, they used Chang's theory (2010) to classify the swear words and applied Vinay and Dalbarnet's (1995) translation theory to find the techniques used in translating swear words in Yakhan

Yeongung's webtoon. Their results showed that 28 swear words appeared in the webtoon data they studied. The second study by Hilpatun, Mus, and Habiburrahman (2019) found two types of swear words in the comedy drama film *Sasak OMJ* (Ooo Menu Jarin), which were basic words and phrases. They also identified the functions of swear words in the movie, such as abusive, expletive, humorous, and auxiliary functions.

The first study by Nurazizah and Usmi (2021) analyzed the translation of Korean swear words into Indonesian using webtoons as the data source, employing Chang's theory (2010) to classify the swear words and Vinay and Dalbarnet's translation theory (1995) to identify the translation techniques used. Their research found 28 swear words appearing in the webtoon. Meanwhile, the second study by Hilpatun, Mus, and Habiburrahman (2019) examined swear words in the comedy-drama film "Sasak OMJ (Ooo Menu Jarin)" and classified them into basic words and phrases, further identifying the swear words' functions as abusive, expletive, humorous, and auxiliary. Together, these studies provide insight into the classification, translation techniques, and communicative functions of swear words in different media contexts.

The movie *Sisu*, an action film released in 2022, is one example that contains many swear words. In *Sisu*, which takes place during World War II and shows Finnish culture, the use of swear words has unique characteristics. Translators need to understand the historical and cultural background to translate the swear words correctly, without losing the original meaning and emotional effect

Translating swear words in movie subtitles is a challenge for translators. They need to be able to capture the essence and nuances of the words in the source language and convey them accurately and naturally in the target language. This requires a deep understanding of the cultural context of both languages as well as expertise in choosing the right words or phrases (Fasha, 2024).

The research problem for the study titled "Analysis Translation of Swear Word in the Subtitles of the Movie 'Sisu'" is to identify the types of swear words and their corresponding translations in the subtitles of the movie. The research

objective is to analyze the translation strategies used in translating these swear words in "Sisu" subtitle.

There are many difficulties in defining the meaning of swear words in the target language. This becomes one of the challenges that translators often face. Translators must apply the right techniques when translating swear words. These techniques can be one or a combination of several methods to help the audience understand the movie better. Therefore, the researcher wants to find out which techniques are used in a popular movie. The source of this research is the English and Indonesian subtitles of the movie *Sisu*, which was released in 2022.

Besides that, how the audience receives translated swear words is also an important thing to consider. Some cultures might see certain translations as offensive or unsuitable, so translators need to use euphemisms or other expressions to keep the original meaning. Translators have to find a balance between being faithful to the source language and adjusting the content to fit the cultural rules of the target audience. This means that translation methods like omission, softening, or localization are important to make the subtitles both effective and acceptable for viewers (Hjort, 2009).

Swear Words

Swearing, though often considered inappropriate or offensive, serves various social, emotional, and linguistic functions in communication. Scholars and linguists have explored the ways in which swearing impacts language use and interpersonal relationships. Despite its taboo nature, swearing plays a significant role in self-expression, emotional release, and even social bonding. According to Battistella (2005), there are five types of swear words and taboo expression:

1. Epithets: Epithets often show society's prejudices and stereotypes, which influence how characters interact and how the audience sees them in films. Examples include words like shit, damn, bitch, and fag.
2. Profanity: Profanity is related to religious ideas. To be profane means acting in a secular way or being ignorant about religious words. It does not aim to

insult God or religion but shows indifference to these matters. Some examples are ‘Goddamn,’ ‘Jesus Christ,’ and ‘Hell.’

3. **Vulgarity:** Vulgarity is the language of ordinary people, like people on the street, who might be less educated or less refined. Examples are ‘Kiss my ass,’ ‘fuck,’ and ‘shit.’
4. **Obscenity:** Obscenity is the most offensive type and is rarely used in public. It usually refers to sexual expressions that are indecent. Although considered offensive, obscenity is still legal. For example, ‘Fuck’ and ‘motherfucker.’

Andersson and Trudgill define swearing as words that are taboo or frowned upon in a culture, should not be taken literally, and are used to show strong emotions or attitudes. Hill (2004) explains that swearing is a way some people speak to express anger, annoyance, frustration, or to hurt others’ feelings. Swearing rules are different across cultures, languages, and social situations. In some societies, swearing is strongly disliked and seen as inappropriate in any situation, but in others, it is more accepted as a normal part of daily speech. Cultural values, religious beliefs, and history all affect how people view swearing.

1. Cultural Differences

Different cultures have varying degrees of tolerance for swearing. For example, in Scandinavian countries, swearing is often seen as less offensive than in conservative societies where religious beliefs play a dominant role in shaping language norms.

2. Gender and Swearing

Research shows that men and women might use swear words in different ways. Some studies show that men usually swear more often, especially in places where there are mostly men, while women might use softer swear words or avoid swearing in formal situations.

3. Generational Differences

The acceptability of swearing has evolved over time. Younger generations may be more comfortable using swear words in casual conversations, while older generations often adhere to more traditional language norms.

4. Media and Entertainment Influence

The use of swear words in movies, television, and music has contributed to changing perceptions of profanity. Some argue that increased exposure to swearing in media has desensitized people to its offensiveness, while others believe it has contributed to a decline in linguistic decorum.

Translation Technique

The translation of swear words in movie subtitles, especially as found in the movie "Sisu", involves various complex strategies. Cultural transposition becomes essential in maintaining fidelity to the original context while ensuring that the meaning and nuances of the rant are appropriately understood by the target audience. Some of the main strategies used in the translation of the rants include transference, which preserves the original words with different alphabetic writing, naturalization which adapts the rants into the target language while maintaining the same emotional effect, and modulation which changes the rants into words that are more polite or in line with the norms of the receiving language and culture (He et al., 2021). In translation there are types of technique according to Molina and Albir (2002). The following technique according by Molina and Albir are adaptation, amplification, borrowing, calque, compensation, description, discursive creation, establish equivalent, generalization, linguistic amplification, linguistic compression, literal, modulation, particularization, reduction, substitution, transposition, and variation.

1) Adaptation

Adaptation is when a cultural element from the source text (ST) is replaced with a cultural element from the target text (TT). This technique is used if there are similar or equivalent elements in the target culture. For example:

- ST: "Baseball is fun."
- TT: "Kasti itu menyenangkan."

2) Amplification (addition)

Addition means adding extra information that is not originally in the source sentence. This additional information appears in the target text to help explain the idea more clearly to the readers. The purpose of this technique is to support the message from the original writer so that it is easier to understand. The added information does not change the original meaning. For example:

- ST: "I don't want to go."
- TT: "Aku tidak ingin pergi pulang."

3) Borrowing

Borrowing is the easiest translation method. It means using words directly from the source language in the translation. This method is often used to bring the culture of the source text (ST) into the target text (TT). For example:

- ST: I need to buy some **jeans** for the trip
- TT: Saya perlu membeli beberapa **jeans** untuk perjalanan

4) Calque

Calque is a special kind of borrowing where one language takes an expression from another language and then translates each part of it word by word. Calque is also called loan translation. For example:

- ST: Honeymoon.
- TT: Bulan madu.

5) Compensation

This technique is used to add information or style from the source text (ST) into a different part of the target text (TT) because it cannot be shown in the same place as in the source text. For example:

- ST: "He worked hard."
- TT; "Dia bersusah payah."

6) Description

This means replacing a word or phrase with a description of what it looks like or what it does. For example:

- ST: "Red shoes"
- TT: "Sepatu yang berwarna merah."

7) Discursive Creation

Discursive creation is a kind of translation that establishes a temporary equivalence that is totally unpredictable out of context.

Example:

- ST: "What orders are those?"
- TT: "Apa itu aturan?"

8) Establish equivalent

Equivalent is often used by translators to translate expressions or structures that are very different from the original source language, as long as the meaning and context stay the same. This technique is usually applied for idioms. For example:

- ST: The company's headquarters is located in New York.
- TT: Kantor pusat Perusahaan terletak di New York.

9) Generalization

Generalization means using a more general or neutral word. It is the opposite of particularization

Example:

- ST: "Car"
- TT: "Kendaraan"

10) Linguistic amplification

This technique means adding extra words or phrases. It is usually used in consecutive interpreting and dubbing. For example:

- ST: Everything is up to you!
- TT: Semua terserah Anda!

11) Linguistic compression

Linguistic compression means shortening or combining language elements in the target text (TT). This technique is often used in simultaneous interpretation and subtitles. For example:

- ST: "Are you hungry?"
- TT: "Lapar?"

12) Literal translation

Literal translation, or word for word, is the source language text which is transferred directly into the appropriate TT text idiomatically and grammatically

Example:

- ST: "Electronic mail"
- TT: "Surat elektronik"

13) Modulation

Modulation as a translation technique means changing the point of view, focus, or way of thinking compared to the source language. There are two types of modulation: free or optional, which are usually used for reasons outside of language itself. For example:

- ST: "You will have a child."
- TT: "Kamu akan menjadi seorang ayah."

14) Particularization

This is a more precise or concrete use of the term. Example

- ST: Vechile.
- TT: Mobil

15) Reduction

This technique is used to leave out some information from the source text (ST) in the target text (TT). Example

- ST: Won't be so damn heavy to carry.
- TT: Tidak akan terlalu berat untuk dibawa.

16) Substitution

This technique is used to replace paralinguistic elements (signs, gestures, etc.) into linguistic elements or vice versa. Example:

- ST: "I am going to buy fruits."
- TT: "Aku akan membeli buah."

17) Transposition

Transposition is when one type of word is replaced by a different type of word without changing the meaning of the message. For example:

- ST: Adept.
- TT: Sangat Terampil.

18) Variation

This means changing language features or non-verbal elements like intonation and gestures that influence different kinds of language variations. These changes can happen in tone, style, social or regional dialects, adding or changing dialects for characters in theater translations, or adjusting the tone when adapting books for children, and others.

Challenges in Translating Swear Words

Translating swear words is difficult because of many language, cultural, and practical reasons. The study shows that paraphrasing was the strategy used the most, followed by cultural substitution. Omission was used when the translation was not

suitable. The results show that translators focus more on keeping the overall tone and meaning instead of translating word by word. Unlike normal words, which usually have direct matches in other languages, swear words have strong emotional and cultural meanings that are hard to translate. Some of the main problems include:

1. Cultural Differences

Swearing is deeply rooted in culture, and different societies have varying perceptions of what constitutes offensive language. Words that are considered highly offensive in one culture may be relatively mild in another. For instance, English swears words that involve religious references, such as "hell" and "damn," might not carry the same weight in languages where religious profanity is less taboo. Conversely, direct translations of sexually explicit or vulgar words might be more offensive in some cultures than in English.

In case of *Sisu*, the translation of words like "asshole," "bitch," and "motherfucker" into Indonesian required careful consideration to maintain the intended impact without overstepping cultural boundaries. Indonesian does not have direct equivalents for some English swear words, so translators often opt for contextually appropriate substitutes such as "bajingan" and "brengsek," which convey a similar level of insult without being excessively offensive.

2. Contextual Nuances

The meaning and intensity of swear words depend heavily on context. A word like "fuck" can be used as an insult, an expletive, or even an intensifier in casual speech. When translating such words, it is essential to consider their function within the sentence rather than simply replacing them with dictionary equivalents.

For example, in *Sisu*, the phrase "fuck him up" was translated as "hajar dia," which effectively conveys the intended aggression without the direct use of an equivalent expletive. Similarly, "this old fucker is a gold miner" was translated as "orang tua brengsek ini adalah penambang emas," where "brengsek" serves as a rough substitute for "fucker" while keeping the meaning intact.

3. Euphemization and Softening

In many cases, translators may choose to soften swear words to make them more acceptable for target audiences. This is particularly common in languages where explicit swearing is less socially acceptable. Euphemization involves replacing a strong swear word with a milder expression while retaining its essence.

For instance, in the translation of *Sisu*, the phrase "he thinks we were lucky, fucking lucky" was translated as "Dia pikir kami beruntung, sangat beruntung." Instead of directly translating "fucking lucky," which might be too harsh for Indonesian audiences, the translator opted for "sangat beruntung," which preserves the emphasis without the explicit vulgarity.

4. Maintaining Emotional Impact

While some translations may soften swear words, others attempt to retain the original emotional intensity. This is particularly important in scenes where swearing is used to heighten dramatic tension or convey extreme emotions such as anger, frustration, or desperation.

For example, in *Sisu*, the phrase "this son of a bitch is still alive" was translated as "anjing sialan ini masih hidup." The use of "anjing sialan" captures the derogatory and aggressive tone of the original phrase, maintaining the emotional impact for the audience.

Strategies for Translating Swear Words

Given the challenges discussed above, translators employ various strategies to handle swear words effectively. These strategies include:

1. Literal Translation

Sometimes, direct translation can be done if both the source and target languages have swear words that are equivalent. This strategy works when the original word has a close match that carries the same meaning and level of offensiveness. For example, "idiot" was translated as "bodoh," which is a direct and accurate equivalent in Indonesian.

2. Substitution with Equivalent Expressions

When a direct translation is not possible or would sound unnatural, translators may substitute the swear word with an equivalent expression that carries the same emotional weight. For example, "asshole" was translated as "bengsek," which conveys a similar sense of insult without being overly crude.

3. Omission

In some cases, translators may choose to omit swear words entirely if they do not significantly impact the meaning of the sentence. This strategy is often used when the swear word serves as a filler or does not contribute to the overall message.

4. Softening or Neutralization

As mentioned earlier, some swear words are softened to make them more acceptable for the target audience. This is common in translations aimed at family-friendly or public consumption.

5. Amplification or Strengthening

In rare cases, translators may strengthen the swear word if the target language has a more intense equivalent that better captures the original tone. This is typically done to preserve the impact of highly emotional or dramatic scenes.

Research Method

This research uses a descriptive qualitative method. Qualitative research focuses on understanding the full experience of the research subject by using words and language descriptions, done in a natural setting and using different scientific methods (Duan et al., 2022). The approach for this research is descriptive. Descriptive research aims to explain or describe answers to problems based on the data collected. This descriptive qualitative research focuses on analyzing the types and techniques of translating swear words in the subtitles of the movie *Sisu*.

Object of Research

The object of this research is the English-Indonesian subtitle text of the movie *Sisu* that contains harsh words. The data comes from the film subtitles