CHAPTER I
INTRODUCTION

A. Research Background

Translation plays an important role in a foreign film. It becomes a bridge to deliver the message of film into the viewer. Many foreign films are broadcasted in Indonesia. One of the films is using English language. It will be difficult to be understood by people who are lack of some knowledge about translation. Therefore, subtitle is given to make them understand the films.

In translating subtitle, sometimes the translators face some problems in producing a good translation. A translation can be called as a good translation when the translator succeeds transferring the message from source language (ST) into target language (TL) accurately. To produce an accurate translation, the translator should refer to cultural, systemic and ideological of both languages. Nida and Taber state that translating consists in 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 (1982).

To make a translation process easier, there are techniques that have to be applied by translator to find the equivalences. The translator needs to find the
equivalence of the message and the language style in translation, so the translation will gain an equal response and impact of the reader. In choosing an appropriate technique, there would be some considerations which are faced by the translator. One of them is related to cultural background of both languages. Understanding both cultures influences the translator to make a good translation or not. For example the presence of swearing words in subtitle of the film. As we know that sometimes swearing words appear in the film. Whereas, using swearing word is very taboo and should not be used in talks and it involves a cultural background of source language and target language. Swearing word expression in subtitle sometimes aims to express feeling and reduce tension when somebody is angry, the swearing words give themselves power. It means that we are pointing out something that is really so important that we break the moral boundary to use it.

Hughes (1991) stated that swearing draws upon such powerful and incongruous resonators as religion, sex, madness, excretion, and nationality, encompassing an extraordinary variety of attitudes, including the violent, the amusing, the shocking, the absurd, the casual and the impossible. It can be simplified that the usage of swearing will give negative impacts on the hearers. Swearing words are a natural part of our language, and they are undoubtedly one of the most efficient ways to do away with extra frustration or anger in difficult situations. It is added by Hughes (1991) who said that people swear by, people swear to (do something),
people swear at (somebody or something) and sometimes people swear simply out of exasperation.

Furthermore, the translator should have the knowledge of the socio cultural backgrounds of SL to understand the product that being translated and re-expressed the message into the TL. The translator also should produce the natural, accurate, and communicative translation in TL.

The main source of data of this research is a film entitled TED, with its subtitle. The subtitles were taken from the original subtitle and from www.subscene.com. Subscene website is the website providing many subtitles of the film in a lot of languages such as English, Indonesian, Arabic, Danish, Dutch, Persian, Japanese, Korean, Malay, Norwegian, Romanian, Spanish, Thai, Turkish, etc. This website allows people who have the ability in translating to upload their subtitle into this website and whoever can download it for free, which one of the subtitles will become the most downloaded subtitle.

Here are the examples of the translation of swearing sentence in the film TED.

a) Most downloaded subtitle

SL: *Shit*, I got to get to work!

TL: *Brengsek*, aku harus kerja!
Original Version

SL: *Shit*, I got to get to work!

TL: *Sial*, aku harus bekerja!

From example above, the swearing word *‘shit’* is translated into *‘brengsek’* and *‘sial’*. The sentence is uttered by John. He is surprised because he was late to go to the work. Both subtitles have different translation but have the same function expletive in swearing words. It is used to express emotion not directed toward others.

b) Most downloaded subtitle

SL: Where’s my ring, *motherfucker*?

TL: Di mana cincinku?

Original Version

SL: Where’s my ring, *motherfucker*?

TL: Di mana cincinku, *bajingan*?

Based on the example above, the swearing words are not translated in the same way. In the first translation we can see that the translator used omission technique because he eliminated the swearing word *‘motherfucker’* in the text. In original version, *‘motherfucker’* is translated into *‘bajingan’*, the translator choose the translation to deliver the message which has similar expression.
c) Most downloaded subtitle

SL: You know what? *Fuck you!*

TL: Kau tahu, *persetan denganmu!*

Original Version subtitle

SL: You know what? *Fuck you!*

TL: Kau tahu, *sialan kau!*

Based on the example above, both translators translated swearing words in different ways but they have same function in swearing words as abusive. The context situation of the sentences is John got angry to his friend Ted because he was invited to his party and made his girl friend angry. This swearing word ‘*fuck you*’ is directed towards others in this case into Ted and for derogatory. So both translations are accurate because they are transferring the function accurately.

d) Most downloaded subtitle

SL: You’re an *asshole!*

TL: Kau *brengsek!*

Original version

SL: You’re an *asshole!*

TL: Kau *sialan!"
This sentence is uttered by the viewer of concert who’s hearing John sang badly. In this case, the swearing word ‘asshole’ is translated into ‘brengsek’ and ‘sialan’. Both translations have mutual meaning with source language and they are acceptable because those translations suit with the target reader.

Based on above phenomenon, it persuades the researcher to make a comparative translation of swearing words between most downloaded and original subtitle of film entitled TED. This film is chosen by the researcher because it contains a large number of swearing words.

B. Research Limitations

To avoid expansion of the research, research limitation has to be made. This research mostly would employ the data which contain of swearing words of the film from original subtitle and most downloaded subtitle. The data were taken from the source data in the word or phrase level. This research neglects to the parts in the subtitle which does not contain swearing words.

C. Problem Statements

The research problems are arranged as follows:

1. What technique is applied by both translators in translating swearing words from original subtitle and most downloaded subtitle in the film entitled TED?
2. How is the quality in terms of accuracy and acceptability of the translation in translating swearing words?

**D. Research Objectives**

The objectives of this research are:

1. To describe translation techniques applied by both translators in the film entitled *TED*.
2. To find the quality translation in terms of accuracy and acceptability of the swearing words in the film *TED*.

**E. Research Benefits**

This research is expected to be able to give the beneficial effect for:

1. English department students
   
   For the English department students especially from the translation mainstream students, hopefully this research can provide additional knowledge for them to get any new references about translation quality and technique in swearing words.

2. Translators
For translator especially for film’s translator hopefully it can give them additional information about translating swearing words in the film and produce a better work. It is translator’s job to find the equivalence of the expression implied in both languages. In addition, cultural backgrounds of both languages are another important thing to be explored.

3. Other researchers

For the purpose of further researches, hopefully this research would be one of references related to swearing words and subtitle. Since the researcher observes about swearing words and only analyzed the accuracy and acceptability levels, the other researchers are recommended to analyze readability level to get deeper analysis.

F. Thesis Organizations

This thesis consists of five chapters organized as follow:

CHAPTER I: INTRODUCTION. It consists of Research Background, Research Limitations, Problem Statements, Research Objectives, and Research Benefits.

CHAPTER II: LITERATURE REVIEW. It consists of Definition of Translations, Translation Techniques, Types of Meaning in Translation, Translation Quality, Problem in Translation, Swearing Word, Function of Swearing, Relevant Research, and Summary of The Film.
CHAPTER III: RESEARCH METHODOLOGY. It consists of Research Types and Design, Data and Source of Data, Sampling Strategy, Method of Data Collections, and Research Procedures.

CHAPTER IV: ANALYSIS. It consists of Research Findings, and Discussions

CHAPTER V: CONCLUSION AND RECOMMENDATION. It consists of conclusion of the research and recommendations.