

CHAPTER I

INTRODUCTION

1.1 Background of Study

The term taboo refers to words deemed inappropriate by society, referring to something considered rude and disrespectful. The word taboo has to do with something prohibited, dangerous, or forbidden because it is not suitable for the religion and customs of society. However, in some situations, taboos are frequently spoken. Khoiriyah (2017) writes that the speaker usually uses taboo words to express powerful emotions like anger. Taboo languages are usually spoken to express disappointment, annoyance, or anger and are used only as a greeting word to playmates in the neighbourhood. The term can be offensive, give the wrong impression, or even be harmful if misused or in the wrong context.

People must constantly be aware of the situation and conditions surrounding them as they convey their ideas, thoughts, or speak. Language errors and inappropriate selection of words can have a detrimental effect in making it hard for the two sides to communicate, and this could lead to conflict between them. The context or circumstances surrounding a word's use establish its taboo status. One of the research areas of sociopragmatics is the use of taboo expressions. Sociopragmatics is a multidisciplinary study combining linguistics and pragmatics. Mahayana et al. (2022) define sociopragmatics using pragmatic basic studies that examine an utterance or expression that is inseparable from external factors, such as cultural and social factors behind the participants in a discourse. The rules and meanings of what is regarded as taboo to talk about or do in every country differ

widely from one place to the next, which are deemed a violation of the cultural norms in that country.

Due to the significant differences in meaning across national contexts, translating taboo words into other languages can be challenging. According to Pratama (2016), translating taboo words is difficult and even more complicated in movies. The most challenging part is that the translator does not have an equivalent for the taboo words in the target language that is the same as the expression in the source language. To render an accurate translation and a reasonable and genuine interpretation, the translator must consider the context and meaning of the source text. Mantika (2023), in this case, good translation refers to the accuracy and precision of the translation, while natural translation refers to the fluency and ability of the translated text to flow well within the visual and audio context of the source text.

To translate taboo words correctly, translators must look at the background content and meaning of the situation. In Pratama's (2016) view, translators face difficulties when translating taboo subjects because it is hard to convey the exact meaning of the taboo words. Translators must select, compare, and balance the best words from both languages to translate taboo words without changing the context. That means they will have to determine each word's definition and equivalence. Maharani (2022) stated that the difference in linguistic rules and culture between the two languages is challenging for translators.

Maintaining the meaning intact by paying attention to the existing rules without reducing or adding any meaning is complex. The specificity of the meaning in taboo

words can cause translators to have difficulty understanding and finding the correct meaning equivalent. Furthermore, taboo words in the source language may not be in the target language. Therefore, the translator must first understand the types of taboo words to find their meaning and then choose an appropriate translation strategy to transfer the purpose appropriately.

This is why the researcher is interested in investigating the translation of English taboos into Indonesian as found in the subtitles of a TV Series, *Never Have I Ever* season 1. This study will use a descriptive qualitative study. For data collection, this study mainly consists of descriptions and explanations. This study aims to analyse what strategies are being used to transfer taboos between two culturally distant languages, English and Indonesian. The researcher hopes this study can provide readers and translators with more information and knowledge about translation strategies and taboo types.

1.2 Research Questions

Based on the background above, the research problem can be formulated into two aspects below:

1. What types of taboo language are used in the TV series *Never Have I Ever* season 1?
2. How are English taboos rendered in the Indonesian subtitle of *Never Have I Ever* season 1?

1.3 Purposes of the Study

Relating to the problem statement above, this research is intended to achieve some purpose below:

1. To analyse the types of English taboo expressions in the TV series Never Have I Ever season 1.
2. To describe the strategies used by the translator in subtitling the English taboo expressions in the TV series Never Have I Ever season 1.

1.4 Significance of the Study

The researcher expects that this study will be helpful for the reader or student of English who wants to take the same topic, give additional information, and enhance the capability mainly for the student and lectures. The researcher hopes this study will make it easier for others to identify the kinds of taboo words and may encourage lecturers to present the correct and up-to-date knowledge on them to the class. This study can also be used as a source for the translator to explain taboo words, especially those that include colloquial terms, and give insight into strategies compared to the correctness and acceptability of the translation of taboo words in the movie conversation.

1.5 Limitations of the Study

The study will focus on the subtitle strategy used in the Never Have I Ever season 1 and only on the English taboo expressions used in this series. This study analyzes the first season of the TV series, which consisted of 10 episodes.

1.6 Definition of Key Terms

1. Translation: A text or a word that has been converted from one language to another.
2. Taboo Words: A subject, a word or an action that is avoided for religious or social reasons
3. Subtitle: The captions for the translation or transcription of dialogue and narrative are displayed at the bottom of a film or TV screen.