AN ANALYSIS OF TRANSLATION TECHNIQUE OF EUPHEMISM AND DYSPHEMISM EXPRESSION FOUND IN BBC ONLINE NEWS AND ITS TRANSLATION QUALITY INTO INDONESIAN

Undergraduate Thesis

Submitted in partial fulfillment of the requirements

for the Sarjana Sastra (S.S)

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ABSTRACT

The purpose of this research is to analyze the translation of euphemism and dysphemism found on BBC online. Moreover, the translation technique and translation quality in Indonesian are also assessed. The writer uses a qualitative descriptive method to aim the objectives of the research. The source data of this study is BBC online news, particularly regarding the war in war in Palestine from 7 October to 29 December 2023. Data processing results show that BBC news writers prefer to utilize dysphemism over euphemism. This is demonstrated by the number of dysphemism phrases, which reached 47 out of 65 data or 72% in 10 news pieces. Meanwhile, the euphemisms discovered by the writer amounted to only 13 terms. Based on these preliminary findings, the author concludes that dysphemism is a style of language commonly utilized by news writers to expose information in the news. This suggests that the writer is well aware that the reader will be more interested in something severe, harsh, and negative. Furthermore, the news contradicts the readers' worldview. In this study, four three techniques were discovered in the translation of 65 sentences comprising euphemism and dysphemism expressions, which are established equivalent, particularization and linguistic amplification. The established equivalent technique is used the most in translating the sentences containing euphemism and dysphemism expressions with the total as much as 56. From the data found, based on the three raters' assessments of translation quality on accuracy revealed that the majority of euphemism and dysphemism expressions were translated correctly.

Keywords: Translation, euphemism, dysphemism, translation techniques, and translation quality

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