CHAPTER I

INTRODUCTION

1.1 Background

Nowadays, information spreads swiftly, and everyone has instant access to current advancements in the world's situation. Currently, news texts provide the most up-to-date information not only from within the country but also from around the world. In delivering news, most online media use English, which is an international language. Therefore, translation is a very important thing. News translators have quite difficult task in conveying messages from source language news to target language readers. Therefore, euphemistic and dysphemistic expression elements are often used during the translation process, especially when conveying content from English to another language that contains cultural or political elements.

Translation is a one-way process that involves replacing content from a Source Language with equivalent content in a Target Language. This can be done between any pair of languages or dialects, regardless of their relationship, and is influenced by the text's purpose. According to Molina and Albir (2002), translation approaches are therefore regarded as a textual analysis tool that, when used in combination with other tools, enables us to study how translation equivalency functions in relation to the source text. The translator's chosen approach to translating the SL text's meaning into the TL is referred to as the translation process. The translator's selection of a worldwide choice will impact the translation's outcome in certain ways. It will have an impact on the text's macro-unit.

This research is driven by recognition of the important role In the context of news reporting, the choice of how to translate these expressions plays a crucial role in shaping the tone, impact, and comprehensibility of the news articles for the target audience. This research seeks to explore the techniques used by translators when dealing with these nuanced expressions in the context of BBC Online News.

The words on this news site all present a picture of something in a certain context. In this research, words that raise this topic are the war that occurred in Palestine. The study will also assess the quality of the translation in terms of how well the intended meaning and impact of these expressions are retained in the Indonesian version of the news articles. Moreover, it will consider the cultural, linguistic, and sociopolitical factors that may influence the translation process, ultimately affecting the effectiveness of communication and the reader's interpretation of the news.

Euphemisms are linguistic strategies that aim to soften or make less direct certain expressions that could be considered sensitive or offensive, while dysphemism, on the other hand, intensify or make expressions more blunt. According to Allan & Burridge (1991: 11), Euphemisms are used as alternative expressions of dislike, to avoid the possibility of losing face: his own face or, because of offense, his face audience, or third parties. Dysphemism is an expression that has that connotation offensive either to the denotatum or to the audience, or both, and rightly so replacing neutral or euphemistic expressions for just that reason. For example:

SL: "Israeli music festival: 260 bodies **recovered** from site where people fled in hail of bullets"

TL: "Israel-Palestina Hamas **bunuh** 260 peserta festival musik - 'Seperti film horor'"

The datum above is the headline of the news from the BBC after Hamas militants attacked a festival in Israel on October 7 2023. The news has two titles which have changes in euphemism and dysphemism. The sentence "*Israeli music festival: 260 bodies recovered,*" which means "*Festival musik Israel: 260 mayat ditemukan*" in Indonesian, is translated into Indonesian (TL) as "*Hamas bunuh 260 peserta festival musik,*" which means "*Hamas kills 260 music festival participants*" in English. The author uses the words "***260 bodies recovered***" in the TL to soften the word and make the words smoother. It can be seen that euphemisms are used in

that sentence. Meanwhile, in the TL, the use of the word "***kill***" is harsher than "***260 bodies recovered,***" which has a different meaning, resulting in dysphemism. Therefore, euphemisms in SL change to dysphemisms in TL.

In order to ensure accurate translation from one language to another, it is essential to identify the appropriate translation techniques, particularly when dealing with euphemisms and dysphemisms. Molina & Albir (2002) outlined 18 translation techniques, such as adaptation, amplification, borrowing, calque, and compensation. To evaluate the effectiveness of these techniques, the research employs Nababan's (2003) translation quality assessment framework. The study analyzes how euphemisms and dysphemisms are translated in BBC online news articles into Indonesian, considering both techniques and translation quality. The final step involves drawing conclusions based on the research findings obtained through data collection and analysis.

1.2 Limitation of the Problem

In reference to the background of the study, the focus of this research is the translation of euphemism and dysphemism found on BBC online news, particularly regarding the war in Palestine from October 7 to December 27, 2023. Besides, translation technique are also identified and the quality of the translation in Indonesian is also assessed.

1.3 Research Questions

The research focuses on euphemisms found in BBC online news and translation quality ratings in Indonesian. As for the problem is formulated as follows:

1. How are the euphemism and dysphemism expressions translated into Indonesian?

2. What are the translation techniques used by the translator in translating sentences containing euphemism and dysphemism expressions on BBC online news?

3. What is the impact of the techniques used in translating euphemisms and dysphemisms towards its quality in Indonesian in terms of accuracy and acceptability?

1.4 Objective of the Research

1. Identify the euphemisms and dysphemism expression translated into Indonesian.

2. Identify the translation technique used by the translator in translating the sentences contain euphemisms and dysphemism expression.

3. Identify the impact of the techniques used in translating euphemisms and dysphemisms towards its quality in Indonesian in terms of accuracy and acceptability.