

## CHAPTER I

### INTRODUCTION

#### 1. 1. Background

In these days, information flows swiftly, everyone can easily be updated to the situation around the world. In delivering the news, most mass media use English as it is an International Language. Unfortunately, not everyone, especially in Indonesia, is proficient in English. According to the data from English Proficiency Index 2021 by Education First, Indonesia is on the 80<sup>th</sup> place and categorized as the country that has low proficiency in English; thus, in our country, translation has a huge role in delivering the news, to make sure that our citizen understands well and do not easily trust hoax news.

Translating itself is challenging since it is not as easy as it seems. There are many artificial intelligence and engines that try to translate language; however, those tools cannot replace the role of humans in interpreting messages while translating. Furthermore, translation is both an international and an intralingual activity since it involves (at least) two language systems grounded in two different cultures, according to Bandia, Paul F (1993). Hence, it is not only transferring the meaning of the sentence but also culture within. In certain culture, sentences are needed to be softened or hardened which depends on how the people in that area communicate. A community in particular area might prefer the straightforward

sentence that convey information as much as possible. However, other community prefer the more polite form of sentence.

Not only relating to culture, but this kind of wording can also have political purpose as it happens with the conflict between Russia and Ukraine. According to an article published by Center for European Policy Analysis Organization, entitled “What Do Russians Think About Putin’s War?”, two Russia State-owned pollsters, which are Public Opinion Research Center (VTsIOM or VCIOM), originally named *Всероссийский центр изучения общественного мнения – ВЦИОМ* and Public Opinion Foundation, originally named *Фонда Общественное Мнение* used the government-approved euphemism of special military operation, or military operation. The usage of that chosen phrase is critical to the findings produced in the survey conducted, especially to who are least politically involved and have no definite ideas are the most vulnerable to such changes. Thus, according to the first polls conducted by those two pollsters on the matter, Russian public support for the Ukraine invasion runs from 65% to 71%. In the other hand, independent agency that use words “invasion/war”, instead of government-approved euphemism of special military operation, or military operation found the different result on the same kind of survey which has a lower level of support of roughly 58% and higher levels of opposition (from 23% to 3%). It proves that the selection of term is like a powerful weapon to gain the favor of public. Therefore, it is essential to analyze euphemism and dysphemism. According to Allan & Burridge (1991: 11), a euphemism is an alternative expression to a preferred

expression while a dysphemism is an expression with harsher connotations. For

Example:

SL: “Donbas: Why Russia is trying to **encircle** Ukraine's east”

TL: “Perang Ukraina: Mengapa pasukan Rusia kini ingin **merebut** Donbas setelah mundur dari Kyiv?”

This sentence is from the news of the Russian troops that take over Ukraine's east region. Cambridge Dictionary defines word “**encircle**” as “to surround something or forming a circle around it”, while *Kamus Besar Bahasa Indonesia* (Indonesia Dictionary) defines word “**merebut**” in the TL as “*mengambil dengan kekuatan senjata*” (take by force of arms). The writer uses word “**encircle**” in SL to soften the word, to make the word more subtle. It can be seen that euphemism is used in that word. While in the TL, the usage of word “**merebut**” is harsher than “*mengepung*” which has the same meaning with “**encircle**”, accordingly, the dysphemism happened. Hence, the euphemism in SL changes into dysphemism in the TL.

After the sentences experienced euphemism and/or dysphemism while translation. In order to make sure that the sentence can be well translated from SL to TL, the method of translation is identified. According to Newmark (1988), there are 8 translation methods, includes word-for-word translation, literal translation, faithful translation, semantic translation, adaptation, and free Translation. Then, the quality of translation is also needed to be assessed as the measurement whether the methods are successfully applied or not. The translation quality assessment used in

this research is from Nababan (2003). In relation to this study, the writer conducts a translation analysis on euphemism and dysphemism found on BBC online news, its method and quality assessment in Indonesian. After collecting the data and making analyses to get the results, the next thing to be done is making conclusions from the research that has been done.

### **1. 2. Limitation of the Problem**

In reference to the background of the study, to narrow the analysis, the focus of this research is the translation of euphemism and dysphemism found on BBC online news, particularly regarding the war in Ukraine from April 16 to June 11, 2022. Besides, translation method is also identified. Moreover, translation quality in Indonesian is also assessed.

### **1. 3. Research Questions**

The problem studied is focused on euphemism and dysphemism found on BBC online news and its quality assessment in Indonesian. As for the problem is formulated as follows:

1. How are the euphemisms and dysphemism expression translated into Indonesian?
2. What is the translation method used by the translator in translating the sentences contain euphemisms and dysphemism expression on BBC online news?

3. How is the impact of euphemisms and dysphemism on the translation quality in Indonesian?

#### 1. 4. Objective of the Research

1. Identify the euphemisms and dysphemism expression translated into Indonesian.
2. Identify the translation method used by the translator in translating the sentences contain euphemisms and dysphemism expression on war in news.
3. Identify the impact of euphemisms and dysphemism on translation quality in Indonesian.

