

CHAPTER I

INTRODUCTION

1.1 Background

News as one of the informants has become an important part of people's lives. Information on economic, social, and cultural issues always attracts the attention of people from all walks of life. Various news programs are on television, radio, and newspapers to meet the information needs of citizens. In addition, by using online news media, information can be obtained more easily. In presenting a story, the author usually uses a style of language that can attract the reader's interest, construct the reader's perception, and help the reader understand the contents of the news more easily. The style of language that is often used in presenting news is euphemism and dysphemism.

According to Allan & Burrige (1991), a euphemism is an expression intended by the speaker to be less offensive, disturbing, or troubling to the listener than the word or phrase it replaces. People like to use euphemisms because they often choose vague expressions when facing unpleasant things or actions in real life, so as not to dare or hurt other people's feelings. This softens the impact of what they really want to say and avoids aggression and confrontation as much as possible. Meanwhile According to Allan & Burrige (1991), dysphemism can be used, among other things, to talk about opponents, show someone's disagreement, talk about something that is seen as lowly, and insult someone. Dysphemism is an expression that has connotations that harm the speaker or listener, or both, and is therefore replaced by a neutral expression or euphemism.

Euphemism and dysphemism have been found in many translation texts, especially in the mass media. According to Khatamovna & Ermekovich (2022), currently, the press, which is a source of information for the general public, often uses euphemisms to hide news that contains negative tone or negative information. The use of euphemisms in today's modern press cannot be separated from the translation process, especially on global issues that become the concern of the broader community. Khatamovna & Ermekovich (2022) add that euphemisms in translated news often begin with a negative introduction, as is the case with news texts published by BBC News UK, which are republished in the form of Indonesian language on the BBC News Indonesia news page.

The republishing of English articles on BBC News UK into several articles with the same topic on the BBC News Indonesia news page is an obvious example of translation practices and becomes an interesting issue for further study. Even though the BBC News Indonesia news page presents the translation results, not all translated news is translated exactly or directly according to the source text (SL). There are several techniques used by translators to make the translated articles easier to read and more efficiently understood by the target reader in the target language (TL). Translation means changing the form of the source language (SL) into the target language (TL). Larson (1984) states that in translation the form of the source 2 language (SL) is replaced by the form of the target language (TL). So even people who don't understand the source language can get the information in that language. Understanding the information in the source text is not easy. We need not only good translators but also good interpreters. However, becoming a great

translator who can produce great translations is not as easy as it sounds. Translators must understand not only the meaning but also the technique and quality of the translation.

The author's research is the result of the translation text, which uses diction, phrases, and sentences that are different from the source language, English, in several contexts. It makes the author interested in how translators from BBC News Indonesia's website translate the original text obtained from BBC News UK into Indonesian for republishing on the BBC News Indonesia website without having to remove or add to the content and meaning in the original news. In addition, this also makes the author interested in knowing what techniques are used or applied by news translators regarding the occurrence of euphemism and dysphemism in the original news text. The existence of translation techniques for euphemisms and dysphemism certainly gives a different impression and influence on the target reader. Therefore, this drove the author to look further into whether there is an impact from the translation results in BBC News Indonesia on Indonesian readers. In this regard, the author will only take translated news on the BBC News Indonesia website, which reports on the Itaewon tragedy, which shocked the world community after the Kanjuruhan tragedy. The Itaewon tragedy itself is also known as the Itaewon Halloween Crowd Crush because it happened when Korean people, mostly young people, took part in the Halloween night celebrations in Itaewon. The Itaewon tragedy alone claimed 455 deaths.

1.2 Limitation of the Problem

Referring to the background of the research, to narrow the analysis, the focus of this research is on the translation techniques of euphemism and dysphemism found in BBC online news, especially regarding the Halloween tragedy in Itaewon from October 30 to November 7. In addition, translation techniques were also identified. Furthermore, a Translation Quality Assessment process will be carried out to discover the quality of articles related to the use of euphemisms and dysphemism in translated articles on the BBC News Indonesia news page. The Translation Quality Assessment process is carried out by giving a score of 3 if both the source language and the target language are found to use the same euphemism and dysphemism. This score indicates that the translation's results belong to the accurate category. Meanwhile, if different types of euphemisms and dysphemism are used in the source and target language, then the translation's result will be scored as 2. This score indicates that the translation's results have a less accurate category.

1.3 Research Question

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

1. How are euphemisms and dysphemism translated into Indonesian?
2. What are the translation techniques used by translators in translating euphemism and dysphemism on BBC online news?
3. How is the impact of translation techniques used by translators in translating euphemism and dysphemism on its translation quality in Indonesian?

1.4 Objective of the Research

1. To identify the euphemism and dysphemism translated into Indonesian.
2. To identify the translation techniques used by translator in translating euphemism and dysphemism on BBC online news.
3. To identify the impact of translation techniques used by translators in translating euphemism and dysphemism on its translation quality in Indonesian.

