

# CHAPTER I

## INTRODUCTION

### 1.1 Background

Informal vocabulary in English includes slang or vocabulary called Slang Language. Slang includes informal language commonly used in everyday conversations. Slang vocabulary is constantly expanding and developing as humans strive to find a language that is new, interesting, and colorful. Slang is similar to young people's language it can be vulgar, sexy, humorous, and tabooed. Thus, it is not incorrect to say that slang is a language of young people that is widely used by teenagers. The use of slang in American English can be found in almost every aspect of community life there. This language can be found in a variety of media, including newspapers, magazines, novels, music lyrics, and movies subtitles.

According to Baker (2006), the main problem in translation is to find the meaning equivalence that appear on many levels of language. Equivalence is classical problem in translation field that translator might face. A translator should figure out the equivalent that represents the message containing in source language.

Therefore, to help us understanding American English language programs (foreign) in books we certainly need a translator. It is the translator's job to translate the content of the source language into the target language, so that we can grasp the content even when translated into another language. According to Newmark (1988) the definition of translation is rendering the meaning of a text into another language in the way the author intended the text. In translating the English slang language, it is also associated with linguistic factors such as: phonology, phonetic, semantic,

cultural factors that we often call the speech components. For example, in the U.S. when someone said, "**You so Obama!**" This does not mean you look like President Barack Obama, but it is another form of expression **You're so cool**. In the pages of the daily The Washington Post revealed that "Obama" has now become one of the new vocabularies that became popular among young people on campus. No wonder the word was included in the slang dictionary published by the British-American University of California (UCLA) in Los Angeles.

To find out how important the understanding of these slangs to avoid misunderstanding in translation in Bahasa Indonesia and to be more familiar with the expression, the writer uses the concept of equivalence to analyze the slang meaning contained in a book titled *The Subtle Art of Not Giving a F\*ck*.

The writer chooses a book *The Subtle Art of Not Giving a F\*ck* as the source of this research. The use of slang language is often used in the book. The writer wants to find out the slang types, translation strategies and the equivalence of the slang found in the book. The writer considers that this analysis has several advantages. First, this research contributes in developing the knowledge of slang language and how to translate slang language. Second, this research helps people to know the meaning of slang that are used in the book for more knowledge of slang language. Third, this research can help other students who are interested in researcher's related topic as an additional reference.

## 1.2. Limitation of the Research

In this research, the writer limits the scope of the study by focusing on Slang language that is used in *The Subtle Art of Not Giving a F\*ck* written by Mark Manson for the whole novel from English to Bahasa Indonesia.

## 1.3. Research Questions

To ease the research, the writer formulates the questions of the research:

1. How are the slang language translated in *The Subtle Art of Not Giving a F\*ck*?
2. What are the types of slang language used in *The Subtle Art of Not Giving a F\*ck*?
3. How do slang translation strategies deal with meaning equivalence in *The Subtle Art of Not Giving a F\*ck*?

## 1.4. Objective of the Research

The objectives of the study are:

1. To find out how the English slang languages are translated into Indonesia language in *The Subtle Art of Not Giving a F\*ck*.
2. To find out the types of slang language used in *The Subtle Art of Not Giving a F\*ck*.
3. To analyze the translation strategies used in *The Subtle Art of Not Giving a F\*ck* so the translation can deal with meaning equivalence.