

The Translation of Euphemism in the Novel “*Fifty Shades of Grey*”

from English - Indonesian

Thesis

Submitted as a Partial Fulfillment of the Requirements to Obtain

Strata One (S1) Degree



By:

Hannisa Mawaddah Yusuf

19019090

Supervisor:

Dr. Havid Ardi, S.Pd., M.Hum.

NIP.197901032003121002

**ENGLISH DEPARTMENT
FACULTY OF LANGUAGES AND ARTS
UNIVERSITAS NEGERI PADANG**

2023

HALAMAN PERSETUJUAN SKRIPSI

Judul : The Translation of Euphemism in the novel *Fifty Shades of Grey*
Nama : Hannisa Mawaddah Yusuf
NIM : 19019090
Program Studi : Sastra Inggris
Jurusan : Bahasa dan Sastra Inggris
Fakultas : Bahasa dan Seni

Padang, Agustus 2023

**Disetujui oleh,
Pembimbing**



Dr. Havid Ardi, S.Pd., M.Hum.

NIP.197901032003121002

Mengetahui

Ketua Departemen Bahasa dan Sastra Inggris



Desvalini Anwar, S.S., M.Hum., Ph.D.

NIP. 19710525.199802.2.002

HALAMAN PENGESAHAN LULUS UJIAN SKRIPSI

Dinyatakan lulus setelah dipertahankan di depan Tim Penguji Skripsi

Program Studi Sastra Inggris Jurusan Bahasa dan Sastra Inggris

Fakultas Bahasa dan Seni Universitas Negeri Padang

dengan judul

The Translation of Euphemism in the novel *Fifty Shades of Grey*


Nama : Hannisa Mawaddah Yusuf
NIM : 19019090
Program Studi : Sastra Inggris
Jurusan : Bahasa dan Sastra Inggris
Fakultas : Bahasa dan Seni

Padang, Agustus 2023

Tim Penguji

Tanda Tangan

1. Ketua : Desvalini Anwar, S.S., M.Hum., Ph.D.

: 

2. Sekretaris : Lafziatul Hilmi, M.Pd.

: 

3. Anggota : Dr. Havid Ardi, S.Pd., M.Hum.

: 

ABSTRACT

This research analyzed the translation of euphemism in the novel *Fifty Shades of Grey* (2011). This research aimed to find the types of euphemisms and the translation technique used by the translator in the novel *Fifty Shades of Grey* and wanted to know the impact of translation technique on euphemism results in TT. The euphemism types were analyzed by using Allan and Burridge's (2020) theory who classified euphemisms into metaphor, hyperbole, idiom, litotes, circumlocution, acronym, shortening, indirection, and borrowing. Then, the translation technique was analyzed by using Molina and Albir's (2002) theory as follows: borrowing, calque, literal translation, compensation, transposition, description, modulation, amplification, adaptation, established equivalent, general translation, particularization, reduction, discursive creation, substitution, linguistic compression, linguistic amplification, and variation. The finding shows that the established Equivalent was the most dominant translation technique used by the translator to translate the euphemism in the novel *Fifty Shades of Grey* into Indonesia. It also shows that the technique of translation affected the categories of euphemism translation results; if the types of euphemisms are translated with literal translation techniques, the meaning of euphemism becomes lost.

ABSTRAK

Penelitian ini menganalisis terjemahan euphemism di dalam novel *Fifty Shades of Grey* (2011). Tujuan dari penelitian ini adalah untuk menemukan tipe euphemism dan teknik terjemahan yang digunakan penerjemah di dalam novel *Fifty Shades of Grey* dan ingin mengetahui dampak terjemahan terhadap kategori euphemism di dalam Bahasa target. Tipe- tipe euphemism dianalisis menggunakan teori Allan dan Burridge (2020) yang mengklasifikasikan euphemism menjadi: *metaphor, hyperbole, idiom, litotes, circumlocution, acronym, shortening, indirection, and borrowing*. Kemudian, teknik terjemahan dianalisis menggunakan teori Molina dan Albir (2022) sebagai berikut: *borrowing, calque, literal translation, compensation, transposition, description, modulation, amplification, adaptation, established Equivalent, general translation, particularization, reduction, discursive creation, substitution, linguistic compression, linguistic amplification, and variation*. Hasil analisis menunjukkan *established equivalent* adalah teknik terjemahan yang paling dominan digunakan oleh penerjemah untuk menerjemahkan tipe-tipe euphemism dalam novel *Fifty Shades of Grey* ke dalam bahasa Indonesia. Hasil analisis juga menunjukkan teknik terjemahan berdampak terhadap kategori hasil terjemahan euphemism, jika tipe euphemism diterjemahkan menggunakan teknik literal maka makna euphemism menjadi hilang.

SURAT PERNYATAAN

Yang bertanda tangan di bawah ini, saya:

Nama : Hannisa Mawaddah Yusuf

NIM/BP : 19019090

PRODI : Sastra Inggris

Departemen : Bahasa dan Sastra Inggris

Fakultas : Fakultas Bahasa dan Seni

Dengan ini saya menyatakan skripsi bahwa skripsi ini benar benar hasil karya sendiri. Sepanjang pengetahuan saya tidak terdapat karya yang ditulis atau diterbitkan orang lain kecuali sebagai acuan atau kutipan dengan mengikuti tata penulisan karya ilmiah yang lazim.

Padang, Agustus 2023

Yang menyatakan,



Hannisa Mawaddah Yusuf

NIM. 19019090

ACKNOWLEDGEMENTS

Alhamdulillahirabbil'alaamiin, praised be to Allah SWT, the Almighty and the Most mercy Merciful, who always gives knowledge, healthy, and opportunity to the researcher along the process of writing this thesis entitled "**The Translation of Euphemism in the Novel *Fifty Shades of Grey* from English-Indonesian**". Also, salutation and peace are always expressed to the Prophet Muhammad SAW.

This thesis is impossible to be accomplished without helps and support from many persons. Therefore, the researcher would like to express a sincere gratitude and appreciation to her beloved supervisor, Dr. Havid Ardi, S.Pd., M.Hum., who has patiently given his advice, suggestions, contributions, and time during accomplishing this thesis. Then, special acknowledgement addressed to the examiners, Desvalini Anwar, S.S, M.Hum, Ph.D., and Lafziatul Hilmi, S.Pd., M.Pd., who have given valuable suggestions, input, and supportive feedback to this thesis.

Furthermore, the researcher would like to thank to her beloved parents and her siblings who never stop giving their support, prayers, and motivation during the process of accomplishing this thesis. The researcher is also grateful to her friends who have been patient and willing to listen to all the worries and difficulties that the researcher faces so that the researcher completes this thesis.

Padang, August 2023

Hannisa Mawaddah Yusuf

TABLE OF CONTENTS

ABSTRACT	i
ABSTRAK	iii
SURAT PERNYATAAN	Error! Bookmark not defined.
ACKNOWLEDGEMENTS	v
TABLE OF CONTENTS	vi
LIST OF TABLES	viii
CHAPTER I INTRODUCTION	1
A. Background of the Problem.....	1
B. Identification of the Problems	5
C. Limitation of the Problems.....	5
D. Formulation of the Problems	5
E. Research Questions	6
F. Purpose of the Research	6
G. Significance of the Research	6
H. Definition of the Key term	7
CHAPTER II REVIEW OF RELATED LITERATURE	9
A. Review of Related Theories	9
1. Translation	9
2. Translation Technique	10
3. Figurative Language	19
4. Euphemism	20
5. Types of Euphemism	21
B. Novel <i>Fifty Shades of Grey</i>	22
C. Review Relevant Studies	23
D. Conceptual Framework	25
CHAPTER III RESEARCH METHOD	27
A. Research Design	27

B.	Data & Source of Data.....	27
C.	Instrumentation.....	28
D.	Technique of Data Collection.....	33
E.	Technique of Data Analysis.....	33
CHAPTER IV FINDINGS AND DISCUSSION.....		36
A.	Data Description and Analysis	36
B.	Findings.....	45
C.	Discussion	49
CHAPTER V CONCLUSION.....		51
A.	CONCLUSION	51
B.	SUGESSTION.....	51
REFERENCES		52

LIST OF TABLES

Table 1	Table 3.1 Criterion for classification of Euphemism	Error! Bookmark not defined.
Table 2	Table 3.2 Criterion for classification of Translation Technique	Error! Bookmark not defined.
Table 3	Table 3.3 Data Analysisist	Error! Bookmark not defined.
Table 4	Table 4.1 Types of Euphemism in ST	Error! Bookmark not defined.
Table 5	Table 4.2 Types of Euphemism in Target Language	Error! Bookmark not defined.
Table 6	Table 4.3 Translation Technique	Error! Bookmark not defined.

CHAPTER I

INTRODUCTION

A. Background of the Problem

Language is a tool of communication used by people to associate with others that has an important role in daily life. Malinowski (1920s) stated that language is main tools to build social connections. Along with the development of the technology era this day, communication requires cross-language communication that forced and encourages people to comprehend to communicate with people from other countries. In order to comprehend cross-language communication, people are forced to know how to translate from one thing to another properly.

Translation is interpreting the meaning of a text from the source language (SL) into another language (TL) based on the author's intention for the text (Newmark, 1988:5). However, translation is not only about interpreting the meaning but also to present from one culture to another which has any differences in politeness, taboo, and also euphemism.

Azkiyah (2008:1) stated that euphemism is the using of word or phrases in language that rarefaction the uncomfortable things in a topic, usually it uses a figurative language to refer a situation without sounding it blatantly. The using of euphemism is when to be polite in impolite situation in order to avoid the offensive things. More over, Naorem (2014) states that euphemism is an utterance or

expression that used by people to find a polite way of talking in difficult or embarrassing topic such as death or body part in conversation. It also supported by Hornby (2005) euphemism is words or phrases or that refers indirectly to unpleasant or embarrassing issue to make it more acceptable. It also supported by O'grady (1997) he stated that euphemism is the disguised of word that might irritant the listener or the reader.

According to Allan and Burridge (2020) they classified types of euphemism into metaphor, hyperbole, idiom, litotes, circumlocution, acronym, abbreviation, general for specific, indirection and borrowing. While, Fujita (2004) divided euphemism into two types, they are: positive and negative euphemism. These two types are determined based on the stage of politeness. Negative euphemism is to lessen the meaning of euphemism, either make them neutral or less pleasant, while positive euphemism is to strengthen the pleasant feeling and make the object of euphemism become more significant than they really are.

The example of euphemism is given by Lestari and Sutrisno (2023) as following:

ST: I want to making love with him right here and right now.

TT: aku ingin ML dengannya disini dan sekarang juga.

From the example above, the word *making love* is euphemism style. *Making love* is used to displace the word "*having sex*" because the term having sex is considered offensive and unpleasant instead of the word making love or ML. The word making love can be classified into types of metaphorical euphemism as proposed by Allan and Burridge's theory.

ST: don't worry about him, baby. He's gonna be fine. I promise. Hurry up
*bit*h*

TT: jangan khawatir tentang dia, sayang. Dia akan baik- baik saja. Aku
janji. (*klakson berbunyi*) hurry up *bit*h*

The word *bit*h* is translated into “*jala*g*” by deleting one phonemes and adding a star sign to displace the missing letter. Allan and Burridge (1991) state that the written language and taboo things can be replace by semi-omission using non lexical symbols such as hyphens(-) and asterisk (*).

Sometimes, a work, after translated, loosing or less interest because there are many things have changed from the source text into the target text, that is why not all texts can be translated as literally, but it does not mean the author intends to omit the meaning precisely to retain the meaning. Molina & Albir (2002) classify the translation technique into eighteen categories, as following: adaptation, amplification, borrowing, calque, compensation, descriptive creation, established equivalent, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition, and variation. These techniques may help the translator in the process of translating text.

Lestari and Sutrisno (2023), in their writing titled “*Euphemism of taboo translation in the Big Little Series*”, was discussed about the translation strategies and the implications of using those strategies. They used Mona Baker's strategies in their research and the strategies contain the implication to soften the use of forbidden words so that their usage can be acceptable in the culture of the target

language, lessen the emotional significance of the source language, and preserve the viewer's respect.

Another study of euphemism is conducted by Beizae and Suzani (2019) with titled *A Semantic Study of English Euphemistic Expressions and Their Persian Translations in Jane Austen's Novel "Emma"*. Their study is discussed about how Warren's (1992) theory of semantic categories of euphemism are handled throughout the SL to TT translation process. The researchers examined the translation of euphemistic metaphor, metonymies, overstatements, understatements, as well as reversal in the Persian of translations of *Emma*. The findings demonstrated that Persian equivalents are not always metonymical, metaphorical, or euphemistic. When specific techniques are used, the translations may nevertheless be quite communicative.

A study about the translation of sexual languages from an English novel into Indonesian was conducted by Sulistini, Nababan, Sri (2017) in their article titled *"Euphemism, Orthephemism, and Dysphemism in the Translation of Sexual Languages"* they analyzed about how those terms translated into Indonesian. The result shows that there are many words, phrases, and clauses from source language classified into orthophemism and dysphemism and they are refined in target language by using some strategies such as euphemism. Besides that, the translator also applied self-censorship when encountering orthophemism and dysphemism which she considered too vulgar or taboo. It can be seen by the generalization, reduction and deletion as the technique translation that she chose to translate them.

The previous study above show that euphemism is mainly used to recover and smoothing the taboo words in order the usage of euphemism may tolerate and acceptance in the culture of target language and the technique translation has an important role not only for transferring the meaning but also to present from one culture to another.

More study are needed to about euphemism in translating erotic fictions, sexual language, body parts, and taboo words from English into Indonesia. Thus, this study will be bridge the gap and reveal how Indonesian translator deals with sexual euphemistic in novel "*Fifty Shades of Grey*" written by EL James published in 2011, because this novel is quite famous with its erotic movie among the adult. Thus, the researcher wants to identify the types of euphemism and the translation technique and how the impact of translation technique to euphemism result after translated.

B. Identification of the Problems

Based on the background above, euphemisms cannot be translated straight because not all text types can be translated literally. Thus, this research would identify how the translator translates the euphemism types from one language to another.

C. Limitation of the Problems

In identifying the problems above, the researcher focuses on the data collected about sex euphemistically, such as sexual activity and body parts in the

novel *Fifty Shades of Grey*. Then, the researcher will focus on the translation technique of euphemism types.

D. Formulation of the Problems

According to the limitation of the problem above, the main focus of this study is what are the types of sex euphemistic that found in the novel “*Fifty Shades of Grey*” by EL James and how the technique translation of euphemism from English into Indonesia?

E. Research Questions

The research question of this study are:

1. What are the types of euphemism that found in the novel “*Fifty Shades of Grey*”?
2. How the euphemism translated from English to Indonesia in the novel “*Fifty Shades of Grey*”?

F. Purpose of the Research

1. To find the types of euphemism in the novel “*Fifty Shades of Grey*” by EL James.
2. To identify the technique translation of euphemism from English to Indonesia in the novel “*Fifty Shades of Grey*”.

G. Significance of the Research

The findings of this research are expected to contribute to the theories in the field study and practical purposes.

1. Theoretical contributions

The findings of this research are expected to enhance the knowledge in the linguistics, specifically in the study of euphemism. By comprehending the euphemism, this research may give knowledge about euphemism in the translation point of view

2. Practical contributions

This research is beneficial to provide knowledge, especially for English students who want to learn more about euphemisms and how euphemisms translate from one language to another.

Definition of the Key term

1. Euphemism: a word or phrases used by people to refine or disguise the language for certain matters such as keep's someone feelings and avoid the taboo matters.
2. Translation: the transferring the meaning of the text from the target text to make an equivalent text in the target text
3. Translation technique: the methods or approaches used by translators to transfer the meaning from a source language to the target language.

4. Types of euphemism: types of euphemism is something that represents something else.