

CHAPTER I

INTRODUCTION

1.1. Background of the Study

The use of language as a means of communication is inseparable from the existence of language style. According to Keraf (as cited in Asmiati et al., 2023), language style is a way of expressing thoughts through a person's distinctive use of language, reflecting their personality or individuality. Keraf categorizes language styles based on sentence structure, tone, and word usage. Among various language styles, sarcasm stands out as a distinctive, often biting, method of communication that can add layers of meaning, humor, or criticism. Sarcasm can serve both as a linguistic tool for humor and a rhetorical device for delivering criticism in a sharp, indirect criticism. By its nature, sarcasm often involves saying the opposite of what one means, making it more complex than other types of language use. Understanding sarcasm requires not only linguistic knowledge but also cultural context, social awareness, and familiarity with tone and expression.

In general, sarcasm expresses unpleasant criticism or mockery directed at a person, thing, or object. So, this style of sarcasm is a reference to the use of language that contains bitterness and reproach (Poerwadar Minta in Tarigan, 2013). Additionally, Rahayu et al. (2023) found that sarcasm often manifests through ridicule and mockery, reflecting elements of bitterness in interactions. Sarcasm is a type of language style that contains ridicule, mockery, and scathing satire aimed at hurting others. Compared to irony and cynicism, sarcasm is harsher. Sarcasm can vary in intensity, ranging from subtle jabs to outright insults, and is used to convey a speaker's disapproval, dissatisfaction, or disdain in a creative or humorous way. The layered nature of sarcasm makes it a powerful tool in conversation, as it allows speakers to express emotions indirectly while still ensuring point clear to those who can decode its meaning.

This nuanced form of communication is not only prevalent in everyday conversations but also widely used in films, television shows, and other media. In the realm of visual storytelling, sarcasm plays a crucial role in shaping character dynamics, emphasizing social commentary, and adding comedic value. One of the

most effective ways filmmakers convey sarcasm is through dialogue, where characters use sarcasm to convey their frustrations, poke fun at others, or create comedic tension. This is especially true in action-comedy genres, where sarcasm becomes a vital component in delivering both humor and critique.

The writer tried to observe the sarcasm delivered in film . *FUBAR Season 1* is an American action-comedy television series created by Nick Santora, starring Arnold Schwarzenegger as Luke, a CIA agent. The series, which premiered on May 25, 2023, follows the story of a father and daughter who both secretly work as CIA agents. Through their interactions, sarcasm often emerges as a comedic tool, highlighting the tension and humorous misunderstandings between the characters. *FUBAR Season 1 (2023)* is filled with sarcasm-laden dialogues, making it an ideal subject for studying the subtleties of sarcastic language and the strategies used in subtitling such humor into other languages. An example of sarcasm used in dialogue in the film can be seen below

(Minutes 02:40)

SL: Barry: *"So weird. I specifically requested the good smelling sewer."*

TL: Barry: *"Aneh sekali. Aku secara khusus meminta selokan yang harum"*

This dialogue takes place during a mission involving Barry and Luke, who are CIA agents. Barry guides Luke remotely from the control room, while Luke is on the ground, navigating a sewer tunnel as part of a mission to locate diamonds. As Luke complains about the foul smell of the sewer, Barry responds with a seemingly sincere comment, as if genuinely sympathizing with Luke's discomfort and wishing for a pleasant-smelling sewer. However, the absurdity of such a request—given that sewers inherently smell bad—makes it clear that Barry is being sarcastic. His remark is not a literal request but a witty and indirect way of mocking the situation and emphasizing its absurdity. By using sarcasm, Barry conveys both humor and criticism of the unpleasant mission that Luke is enduring.

With the rise of streaming platforms like Netflix, the global audience for films and TV series has expanded dramatically. This has led to an increased demand for subtitling and translation services, as audiences from different linguistic and cultural backgrounds seek to enjoy content originally created in other languages. However, subtitling presents unique challenges, particularly when it comes to

translating humor and sarcasm. Sarcasm, with its reliance on tone, context, and wordplay, often loses its intended effect when translated directly. Therefore, translators need to be skilled not only in the target language but also in capturing the essence of the source language's sarcasm and humor, making appropriate adjustments to fit the target culture by implementing suitable translation strategies. The implementation of the strategies can also be seen in the same sentence.

SL: Barry: *“So weird. I specifically requested the good smelling sewer.”*

TL: Barry: *“Aneh sekali. Aku secara khusus meminta selokan yang harum.”*

If this dialogue were translated literally as *“Sangat aneh. Saya secara khusus meminta selokan yang berbau harum,”* it would sound awkward and fail to convey the sarcastic tone of the original. In Indonesian, the phrase *“selokan yang berbau harum”* might be misinterpreted as a genuine complaint rather than the sarcastic remark intended in the source text. Barry’s original statement uses irony to mock the absurdity of the situation, as no sewer would ever smell good. To preserve the sarcasm effectively, the translation needs slight adjustments to better fit the target language while retaining the humor and irony.

By translating “good smelling sewer” as *“selokan yang harum,”* the translator simplifies the phrase while maintaining the intended irony and sarcasm. This approach avoids the literal word *“berbau”* and instead focuses on creating a natural and humorous expression in Indonesian. The adjustment ensures that the sarcastic tone is effectively conveyed, resonating with the target audience without losing the essence of the original dialogue. In conclusion, literal translations often struggle to capture nuances of sarcasm. The use of translation strategies is essential to maintain the meaning, tone, and cultural context, ensuring a more accurate and engaging translation for the audience.

Subtitles serve as the primary medium through which non-English-speaking audiences comprehend the show; therefore, any failure to accurately convey sarcasm can lead to a diminished viewing experience. This underscores the importance of employing effective translation strategies that accommodate both the linguistic and cultural nuances of sarcasm.

Translation, particularly in the realm of subtitling, requires more than a mere conversion of words from one language to another. It necessitates a profound

understanding of the source language's culture, context, and emotional undertones. Baker (1992) emphasizes the necessity for translation strategies that address non-equivalence, ensuring that translations remain faithful to the original meaning while also being comprehensible and culturally relevant in the target language. In subtitling, translators must navigate space and time constraints while ensuring that the subtleties of sarcasm—such as its humor, irony, or criticism—are effectively retained. The ability to capture the complex layers of sarcasm in subtitles is crucial for maintaining the integrity and enjoyment of the series.

Ultimately, understanding sarcasm in media enriches the viewer's experience and highlights the skill required in translation. This study, therefore, aims to examine the use of sarcasm in the *FUBAR Season 1 (2023)* and analyze the translation strategies applied to the Indonesian subtitles.

1.2. Statement of the Problem

1. What types of sarcasms are used in the subtitles in *FUBAR Season 1 (2023)*?
2. What translation strategies are employed in Translating the English Sarcasm found in *FUBAR Season 1 (2023)*?

1.3. Purpose of the Study

1. To identify the types of sarcasm that appear in the subtitles in *FUBAR Season 1 (2023)*.
2. To analyze the application of translation strategies in the subtitles containing sarcasm found in *FUBAR season 1(2023)*.

1.4. Significance of the Study

1. It contributes to the existing literature on sarcasm by providing a detailed analysis of its use in contemporary media, specifically in the Netflix series *FUBAR Season 1 (2023)*. By identifying and classifying the types of sarcasm present in the subtitles, this research enhances our understanding of how sarcasm operates in modern dialogue.
2. The study addresses the challenges of translating sarcastic expressions from English into Indonesian. By analyzing the translation strategies employed

in the subtitles, this research sheds light on how cultural nuances and linguistic differences impact the effectiveness of sarcasm in translation. This is particularly important for subtitle translators, as they must navigate the complexities of humor, tone, and context to maintain the original meaning and intent of the dialogue.

1.5. Methodology of the Study

This research uses a descriptive qualitative research methodology to explore the translation strategies utilized in the subtitles of *FUBAR Season 1 (2023)*. Descriptive Qualitative research aims to describe systematically, accurately, and factually the characteristic and relationship between the phenomena being studied. This method is used to gain a comprehensive understanding of facts and phenomena being studied. This method used to gain a comprehensive understanding of facts and phenomena whether related to individuals, specific objects, condition, systems of thought, or events by observing them directly in their natural context without experimental manipulation. As explained by Nazir (in Furida, 2022), this approach is not intended to test hypotheses or draw causal conclusions, but rather to produce a detailed and contextual picture. Therefore, the results obtained are general and are not intended to conclude cause and effect relationships.

In this context, the focus is on sarcasm as a specific linguistic feature. The primary data source for this research comprises episodes 1 through 3 of *FUBAR Season 1 (2023)*, an original Netflix action-comedy series that was released globally on May 25 2023. The series features English-to-Indonesian subtitles available on the Netflix platform. This season includes 8 episodes, each with an approximate runtime of 60 minutes.

The object of this research is sarcastic expressions articulated by the characters in *FUBAR Season 1 (2023)*. The study focuses on identifying, classifying, and analyzing various forms of sarcasm present in the dialogue and their corresponding translations. By doing so, it aims to enhance understanding of how sarcasm contributes to a deeper understanding of sarcasm in audio-visual media, particularly its role in humour and social critique.

Data collection method used in data collection is Observation Method. In accordance with Mahsun (2017), observation method involves observing language use, both spoken and written. This research uses written data, specifically the subtitles from the first three episodes of *FUBAR Season 1* (2023). Followed by an additional technique, namely Note-taking technique, which is done by writing down any written language forms that are considered relevant to the focus of the research. The writer utilized note-taking technique to focus on episodes rich in sarcastic dialogue, ensuring a targeted examination of sarcasm. This process involves the following steps:

1. Downloading *FUBAR Season 1* (2023) along with the source language subtitles that are identical to the original dialogue.
2. Watching and re-watching episodes 1 through 3 to clearly understand the sarcastic expressions in both the source and target languages.
3. Taking detailed notes on words, phrases, and sentences containing sarcasm in the source language and their translations in the target language.
4. Compiling a list of all sarcastic expressions identified in these episodes.

Data analysis is conducted using the Content Analysis Method. According to Hosti (cited in Yules Orlando Sianipar et al. 2025) the content analysis method is a technique for concluding by objectively, systematically, and generally identifying various specific characteristics of a messages. In this study, content analysis is applied to examine types of sarcastic expressions are translated in *Fubar Season 1* (2023). The data in this research consist of subtitle texts from the first three episodes of *FUBAR Season 1* (2023), which are analyzed to uncover patterns in the translation strategies used to convey sarcasm in the target language. This method allows the writer to identify, categorize, and interpret the types of sarcasm and the translation approaches employed, providing insights into how humor and implicit meaning are transferred across languages. The steps of data analysis carried out as the model described by Sitasari (2022):

1. The research questions related to the types of sarcasm and translation strategies.
2. Collecting data in the form of sarcastic dialogues in the English subtitles of *FUBAR Season 1* (2023) and the Indonesian translation.

3. Identifying and classifying the types of sarcasm in the source language based on Camp's theory (2011).
4. Identify and classify the translation strategies for sarcasm used by translators based on Mona Baker's (1992) translation strategies framework.
5. Compile the analysis results descriptively

After analyzing all the data, the findings are presented in a formal and descriptive format, supported by tables for clarity and conciseness. These tables summarize the identified sarcastic expressions, classifications, and the translation strategies employed. The structured presentation ensures the findings are accessible and effectively communicate the nuances of sarcasm translation in *FUBAR Season 1* (2023).

1.6. Scope and Limitation of the Study

This study focuses on analyzing the types of sarcasm used in the subtitles of *FUBAR Season 1* (2023). By examining the translated texts within the context of the season, the study aims to identify and classify the specific types of sarcasm employed. The analysis is grounded in Camp's theory of sarcasm, which provides a theoretical framework for understanding the linguistic and stylistic features of sarcastic expressions. Additionally, the study investigates the translation strategies used to convey sarcastic meaning in the subtitles, drawing on Baker's theory of translation.

The study will be constrained by the availability of data, as it is limited to the available episodes and subtitles of *FUBAR Season 1* (2023). A more comprehensive analysis could be achieved with a larger dataset, encompassing other seasons or episodes of *FUBAR Season 1* (2023) and potentially other media products with similar content. Additionally, the interpretation of sarcastic expressions can be subjective, and different individuals may perceive sarcasm differently. This subjectivity introduces potential biases into the analysis.

1.7. Status of the Study

Previous research refers to the findings from studies conducted by other writers. It serves as a basis for comparison, a reference point, and helps to avoid any assumptions of similarity with the current study. The review of previous research be conducted through a literature review relevant to (2018) researched “Sarcastic Expressions in Two American Films, *Fantastic Four* (2005) and *Fantastic Four: Rise of the Silver Sufer* (2008)”. They identified forms of sarcasm based on Camp's theory (2011) and illocutionary functions using Leech's theory (1983). Findings revealed that illocutionary sarcasm is the most dominant type and is primarily used for collaborative purposes. Additionally, Azis and Marlina (Azis analyzed “Analysis of Sarcasm Found in Keith Alberstadt's Comedy”. The main finding that illocutionary sarcasm is most dominant type. Research by Padmatantri and Sutrisno (2021) “A entitled Sarcastic Expressions in *The Simpsons Movie*” identifying types of sarcasm using Camp's theory, and the function of sarcasm based on Leech's theory, with results showing the dominance of illocutionary sarcasm and its collaborative, conflict, and social functions.

On the other hand, Shellydyriani Munandar (2021) examined “Sarcastic Expressions and the Influence of Social Distance and Relative Power in the TV series *Friends*”. By incorporating sociolinguistic variables such as social distance and relative power, which influence the use of various types of sarcasm. Finally, Melawati (2022) entitled “An Analysis of Sarcasm In Marvel's Movie “*Venom*” focuses on the importance of pragmatic context and recipient responses as indicators of sarcasm recognition.

Although all of these research studies successfully revealed the characteristics of sarcasm in the source language, none of the research has examined the aspect of translation, especially in translating sarcasm into other languages. The five research studies above have a relatively similar in main focus, which is to identify and classify the types of sarcasm used in various audiovisual entertainment media using a qualitative approach and Camp's (2011) theoretical framework. These research prioritize understanding the form and function of sarcasm in the original context of the source language.

The proposed research shares some similarities with existing studies. Both explore the different types of sarcasm employed in film dialogue. However, while other writers utilize various theoretical frameworks, none have specifically examined the interplay between sarcasm types and translation strategies. This gap presents a unique opportunity. This study will analyze the types of sarcasm found in the *Fubar Season 1* (2023), employing Elizabeth Camp's theory. Subsequently, it will delve into the translation strategies used, applying Baker's (1992) theoretical framework.

1.8. Status of Organization

1. Chapter I – Introduction

In this chapter there will be research background, statement of the problems, purpose of the study, significance of the study, methodology of the study, and status of the study.

2. Chapter II – Review of related literature

In this chapter there will be explanation about the theory that been used, and some of the implementation of the theory in another research.

3. Chapter III – Findings and Discussion

This chapter presents all of the result of the analysis that had been finished by the writer, and describe all of the answers of the problems.

4. Chapter IV – Conclusion

This chapter contains conclusions from the research and analysis. In addition, suggestions will be made for future research related to translation strategies, especially in the context of sarcasm.