

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Humor is a form of expression or a way used to entertain others in a funny or amusing manner. It can appear in various forms, such as jokes, funny stories, silly situations, or wordplay. Humor can be used to relieve tension, strengthen social bonds, or simply make people laugh. Anything that amuses and entertains can be categorized as humor, whether it is presented through speech or actions in everyday life. Good humor, of course, is the kind that educates and provides value to its audience (Rafiek, 2018). In line with this, Martin & Ford (Rahman et al., 2022) describe humor as something presented by someone in a funny way and usually makes people laugh. In general, humor is a social phenomenon where a person describes a situation in a way that provokes laughter.

From these definitions, it can be concluded that humor is a funny and entertaining form of expression that aims to invite laughter, create a pleasant atmosphere, and strengthen social relationships through words or actions. Because of this social and emotional impact, humor becomes an appealing subject of study. The researcher's interest in analyzing humor comes from its unique ability to connect people, reflect cultural values, and portray everyday experiences in an entertaining way. This curiosity leads to the need for a theoretical framework that can clearly classify and analyze different kinds of humor.

To address this need, the researcher chose Raphaelson-West's theory because it provides a clear classification system that aligns with the focus of this study – identifying the types of humor found in the Girls5eva series. This theory offers structured categories that make it easier to analyze humor systematically. After reviewing various related works, the researcher concluded that Raphaelson-West's framework is highly suitable for analyzing humor in media texts. According to Raphaelson-West (1989), humor can be categorized into three main types: linguistic, cultural, and universal. Linguistic humor relies on wordplay or puns, often making it challenging to translate directly. Cultural humor is tied to specific

cultural references or stereotypes that might not be understood by audiences from other backgrounds. Universal humor, on the other hand, presents funny situations or reactions that people from different cultures can relate to.

However, as Irawan (2017) points out, humor is not always universally understood, since it is shaped by both language and culture. This reality creates challenges for translators, especially in audiovisual contexts, where both the verbal and cultural elements need to be conveyed effectively. These challenges naturally lead to the discussion of translation and how humor can be transferred from one language and culture to another without losing its intended effect. Translating humor is a complex process that involves much more than converting words from the source language (SL) to the target language (TL). It also requires a deep understanding of cultural nuances, so that the intended humorous effect is preserved. Without this awareness, humor that depends on wordplay, cultural references, or social norms may lose its impact when transferred into another language. Because of these complexities, examining humor translation offers valuable insights into the strategies translators use to maintain both meaning and comedic effect. This is particularly relevant in genres like situation comedies, where humor is often rooted in specific linguistic choices and cultural contexts. In order to systematically examine these strategies, a theoretical approach to translation techniques is necessary.

For this purpose, the researcher applies the translation techniques theory by Molina & Albir (2002). Among the various theories reviewed, this one was chosen because it is both accessible and comprehensive, providing a practical framework for analyzing translation from SL to TL. The theory includes 18 techniques, ranging from direct approaches like borrowing and literal translation to more adaptive strategies such as modulation, adaptation, and compensation. Some of these techniques deal with structural changes, such as transposition and linguistic compression, while others focus on cultural and stylistic adjustments, like variation and discursive creation. By applying this framework, the researcher can identify and analyze how humor in series is transferred into the target language, and whether the techniques used successfully preserve the humor's original function. This

analytical approach naturally connects with the choice of research object – a television series known for its comedic elements.

In recent years, film has been a frequent subject in audiovisual translation studies, especially in discussions of humor. However, research on television series remains relatively limited. This gap opens an opportunity to explore humor in series, offering new perspectives beyond the more common film-based analyses. A series is defined as a collection of television or radio programmes or podcasts that share the same subject or recurring characters (Oxford Learner's Dictionaries). Similarly, B et al. (2023) describe a television series as a programme consisting of several episodes that form a longer narrative, broadcast regularly, and typically lasting around 30 minutes to an hour. Among the many forms of series, situation comedies stand out as a popular subgenre.

Situation comedies, or sitcoms, usually follow a group of characters in everyday situations designed to be funny. These settings can range from homes and offices to neighborhoods and public places, with humor arising from relatable scenarios (Azim et al., 2023). One such sitcom is *Girls5eva*, chosen as the object of this study for its variety of humor styles, engaging yet light storyline, and unique musical elements. Furthermore, based on a literature review, no prior research has specifically analyzed humor in *Girls5eva*, especially from a translation perspective, making it a fresh and valuable subject for this study.

This research focuses on the exploration of humor in *Girls5eva Season 1 (2021)* by applying Raphaelson-West's humor theory to identify and analyze the types of humor used in the situation comedy. In addition, this study examines the translation techniques applied in conveying humor from the SL to the TL using Molina & Albir's theory. The main objective is to reveal the various types of humor that appear in *Girls5eva Season 1* and analyze the translation techniques used to convey the humor effectively across languages.

1.2 Statements of the Problem

1. According to the Raphaelson-West theory, what type of humor appears in *Girls5eva Season 1 (2021)*?

2. What translation techniques are used in humor in *Girls5eva Season 1 (2021)*?

1.3 Purpose of the Study

1. To identify the types of humor present in *Girls5eva Season 1 (2021)* based on the Raphaelson-West theory.
2. To analyze the translation techniques applied in translating humor in *Girls5eva Season 1 (2021)*.

1.4 Significance of the Study

1. This research will provide a deeper understanding of the types of humor that appear in the *Girls5eva Season 1 (2021)* according to the Raphaelson-West theory.
2. This research will contribute to the field of translation studies by analyzing how humor is translated from source language to the target language using translation techniques, which will contribute to the broader field of humor translation.

1.5 Methodology of the Study

In this study, the writer chose to use a qualitative research method. According to Moleong (cited in Shodiq & Marhamah, 2021), qualitative research is a type of research aimed at understanding phenomena experienced by research subjects, such as behavior, perceptions, motivations, and actions. It explores these aspects in a holistic way, using descriptions in the form of words and language, within a natural context, and employing various scientific methods. The approach used in this study is descriptive qualitative. According to Bogdan and Taylor (cited in Mu'awanah et al., 2023), qualitative methodology is a research procedure that generates descriptive data in the form of written or spoken words from individuals, as well as observable behavior.

The data were collected in this research through observation of humor dialogues from *Girls5eva Season 1 (2021)*. The researcher used English and Indonesian

subtitles to identify and analyze humor expressed by the characters. The data consist of words phrases, or sentences that have humor elements, which were then examined based on their types and the translation techniques applied.

1. Episode Selection: The researcher selected one episode from Girls5eva Season 1 as the main data source. This selection was based on data from episodehive.com, which showed that the episode had the second-highest score but the highest number of ratings, so it was considered representative and relevant for analysis.
2. Humor Dialogue Transcripts: The researcher searched and matched the English dialogue transcripts of the selected episodes with the official Indonesian subtitles. Focus was given to the parts that contained elements of humor. This process aims to ensure the accuracy of the comparison between the source and target languages.
3. Humor Type Classification: Each form of humor found was categorized based on Raphaelson-West's (1989) humor type theory, which includes linguistic humor, cultural humor, and universal humor. This classification helps in understanding the context and type of the humor conveyed in the dialogues.
4. Identification of Translation Techniques: The identified humor segments were then analyzed to determine the translation techniques used, based on the theory of Molina and Albir (2002). Some of the techniques observed in this process include amplification, variation and others.

The writer analyzed data using a qualitative content analysis. According to Hsieh & Shannon (Safitri et al., 2022), qualitative content analysis is a research method used for subjective interpretation of text data through a systematic classification process, coding, and identifying themes or patterns. However, there is uncertainty in the definition of qualitative content analysis due to differing views on how to analyze data once it has been categorized. Some authors argue that qualitative content analysis requires counting words or categories to detect patterns, which are then understood for their meaning, while others believe that this analysis

should be conducted qualitatively without involving counting techniques or statistics (Forman & Damschroder, 2015).

Cite in Safitri et al., (2022), that the stages of using the inductive QCA (Qualitative Content Analysis) method consist of three main steps: open coding, recontextualization, and categorization and compilation.

1. Open Coding

The first step was to collect and read the English-Indonesian dialog transcripts thoroughly. Each line was broken down into smaller units of meaning, which were then analyzed through open coding to interpret the text. Once identified, these units were summarized and labeled with codes relevant to the research questions. Open coding was conducted on three selected transcripts by marking words or sentences that fit the research context.

Table 1.5.1 Dialogue Transcript Segment

No	Actor	Text Dialog
1	Lil Stinker	Paul: They were a thing for a second back around '99, 2000. Remember them, Lil Stinker? <i>Paul: Mereka sempat populer tahun 1999, 2000. Ingat?</i> Lil Stinker: No, I was a baby in '99. Ask smarter questions, Paul. <i>Lil Stinker: Tidak, aku masih bayi. Ajukan pertanyaan yang lebih pintar, Paul.</i>
2	Lil Stinker	Lil Stinker: It's old school. Makes me think of my mom's boobies. <i>Lil Stinker: Ini kuno. Aku jadi memikirkan payudara ibuku.</i>

As shown in Tables 1.5.1 and 1.5.2, the researcher identified and coded relevant units of meaning from the dialog transcripts through open coding. These units were summarized and labeled to generate initial codes for further analysis. This process addresses both research focuses: identifying the types of humor in Girls5eva Season 1 (2021) and analyzing the translation techniques used to convey humor into Indonesian.

Table 1.5.2 Text Dialogue Coding in the QCA Process

No	Actor	Text Dialog	Code Humor	Code Technique
1	Lil Stinker	Ask smarter questions, Paul. (<i>Amban pertanyaan yang lebih pintar, Paul.</i>)	<ul style="list-style-type: none"> - Common situations - Human reactions - Easy to understand 	<ul style="list-style-type: none"> - Direct, word-for-word translation - Maintains SL structure if compatible with TL - Works when grammar and meaning align in both languages
2	Lil Stinker	Makes me think of my mom's boobies. (<i>Aku jadi memikirkan payudara ibuku.</i>)	<ul style="list-style-type: none"> - Common situations - Human reactions - Easy to understand 	<ul style="list-style-type: none"> - Adds grammatical or structural elements in TL - Doesn't add meaning, only clarifies form - Helps improve fluency and completeness - Adjusts tone, formality, or dialect - Adapts language to audience or context - Ensures the translation feels appropriate and natural

The researcher found that the open coding process in Table 1.5.2 became more efficient as the number of dialogues increased, making it easier to identify relevant segments and label the codes. To ensure data saturation, re-analysis was conducted using Qualitative Content Analysis (QCA). At this stage, the researcher skipped the condensation step and directly coded the identified dialog segments.

2. Recontextualization

Cite in Safitri et al., (2022), after the meaning units and labels are determined, the researcher then rechecks whether all the data relevant to the research focus have been adequately covered. At this stage, the researcher rereads all the data that have been used. Texts that were not marked in the open coding process will be reconsidered to determine whether they provide answers relevant to the research focus or not.

3. Categorization and Compilation

In the categorization stage, the previously assigned codes were grouped into categories for further refinement and organization. In short, the units of meaning that have gone through open coding and recontextualization are categorized, as shown in Table 1.5.3, to maintain transparency and ensure the quality of the analysis.

Table 1.5.3 Text Dialogue Analysis into Categories in QCA

No	Actor	Text Dialog	Code Humor	Code Technique	Categories Humor	Categories Technique
1	Lil Stinker	Ask smarter questions, Paul. (<i>Apakah pertanyaan yang lebih pintar, Paul.</i>)	<ul style="list-style-type: none"> - Common situations - Human reactions - Easy to understand 	<ul style="list-style-type: none"> - Direct, word-for-word translation - Maintains SL structure if compatible with TL - Works when grammar and meaning align in both languages 	Universal	Literal
2	Lil Stinker	Makes me think of my mom's boobies. (<i>Aku jadi memikirkan payudara ibuku.</i>)	<ul style="list-style-type: none"> - Common situations - Human reactions - Easy to understand 	<ul style="list-style-type: none"> - Adds grammatical or structural elements in TL - Doesn't add meaning, only clarifies form - Helps improve fluency and completeness - Adjusts tone, formality, or dialect - Adapts language to audience or context - Ensures the translation feels appropriate and natural 	Universal	Linguistic Amplification & Variation

1.6 Scope and Limitation of the Study

This study analyzes the humor and translation techniques in the first season of the situation comedy *Girls5eva*, with English as the source language (SL) and Indonesian as the target language (TL). Although Season 1 consists of 8 episodes, this study is limited to episode 1. This episode was chosen because, according to data from *episodehive.com*, it recorded the second highest score yet had the highest number of raters. Humor analysis was conducted based on the Raphaelson-West's theory, which classifies humor into three types: linguistic, cultural, and universal humor. Meanwhile, the analysis of translation techniques refers to Molina & Albir's theory which includes 18 techniques, including adaptation, borrowing, established equivalent, description, amplification, calque, compensation, discursive creation, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition, and variation.

1.7 Status of the Study

The literature review is a crucial part of research. It provides an overview or description of the literature relevant to the topic or field being studied. This review offers insights into what has been discussed or researched by previous scholars, including the supporting theories or hypotheses, the research problems posed, and the methods and methodologies used in those studies (Yusuf & Khasanah, 2019).

Previous research refers to the results from studies conducted by other scholars. It provides a foundation for comparison, serves as a reference, and helps avoid

assumptions of similarity with the current research. The review of previous studies will be conducted through a literature review that is relevant to this research.

Humor translation research by Qin et al., (2019) entitled "An Analysis of the Translation of Cultural Humor in the Novel "Huo Zhe"" investigated the complicated field of translating verbal humor in literary works, emphasizing the challenges posed by cultural and linguistic differences between the source language (SL) and the target language (TL). The research highlights the importance of functional equivalence theory, which aims to achieve both formal and dynamic equivalence in translation, especially when dealing with different types of humor. Using a qualitative research approach, the study looks at the Mandarin novel "*Huo Zhe*" (To Live) and its Indonesian translation "*Hidup*" (To Live) as the main sources of data.

The study identifies three types of humor: universal humor, linguistic humor, and cultural humor. Importantly, it finds that translating cultural humor is the toughest part in achieving functional equivalence. Therefore, the study examines various translation methods and their effectiveness in handling cultural humor. The results show that some translation methods don't match well with the nature of verbal humor, leading to less successful outcomes.

Based on these findings, the study suggests improvements to translation methods, especially when dealing with cultural humor that's hard to translate accurately. This thorough examination aims to enhance our understanding of translating funny language, providing useful insights for future work in the field.

"Humor Subtitling in Raditya Dika's Stand-Up Comedy" by Agung (2021), This study delves into the Stand-Up Comedy Raditya Dika 2019 video, examining different types of humor and how they are translated into English subtitles. Using Raphaelson-West's humor categories and Gottlieb's subtitling framework, the research identifies three humor types: cultural, universal, and linguistic.

To convey humor, various subtitling strategies like transfer, expansion, and paraphrase are used. Interestingly, universal humor translates more smoothly across languages, without relying on specific cultural references. However, linguistic and

cultural disparities pose challenges, affecting the preservation of humor in the target language.

The study emphasizes the need for the audience to be familiar with the source language culture to fully understand jokes. While universal humor easily crosses language barriers, linguistic and cultural nuances require a more careful approach. Notably, humor translation from Indonesian to English is a relatively unexplored area, making this study a pioneering contribution that sheds light on the complexities of humor translation in this specific context.

Alnusairat & Jaganathan (2022) entitled "Humour in Translation From English Into Arabic: Subtitles of the Comedy Sitcom Friends", looks into how Arabic subtitles for English situation comedy, particularly the popular show "Friends," handle translation. The focus is on humor, using Debra and Raphaelson-West's humor categories. The study uses Tomaszewicz's translation strategies for cultural jokes to analyze how these jokes are translated into Arabic subtitles.

The findings show that universal jokes are easily transferred between languages, but linguistic and cultural jokes present challenges due to differences. Formal translation is the most commonly used strategy when subtitling from English to Arabic, and the functional strategy is also frequently applied. The research suggests that translating cultural jokes successfully involves aligning humor with the visual context of the show and then adapting it for the translation.

This study provides valuable insights into translating humor in Arabic subtitles for English situation comedy. It highlights the challenges of dealing with linguistic and cultural differences and offers practical guidance for subtitlers looking for effective strategies in translating humorous content across diverse contexts.

Another previous study is "Humor Translation: A Case Study on the Loss of Humorous Loads in SpongeBob SquarePants" by Xia et al., (2023). This research aims to figure out why humor is often lost when translating funny scenes from the American cartoon "SpongeBob SquarePants." The study uses Sperber and Wilson's Relevance theory and Chaume's Constraints of Dubbing framework.

The analysis compares the humor in each scene in English with its Chinese dubbed version, using Zabalbeascoa's ideas about humor. The findings show that

the loss of humor is not just because of differences in language and culture, but also because of challenges in syncing the translated humor with the actors' lip movements, actions, and the length of speech on screen.

The study discovers that the strategy of substituting certain elements to keep the humor does not work as well because of these syncing challenges. Recognizing that some things can't be translated perfectly, the study emphasizes how important it is to focus on preserving visual and easily understandable elements. These elements help make the comedy popular and successful in the new language and culture. This research provides valuable insights into the complex world of translating humor in TV and movies, showing the tricky balance between keeping things the same and adapting them for different cultures.

Mulyati & Nugroho (2023) conducted research on "Translation of verbal humor in Charlie and the Chocolate Factory movie" which is about this study aims to explore the different types of humor in the movie "Charlie and the Chocolate Factory," analyze how it is translated in Indonesian subtitles, and evaluate how well the translated humor is received. Researchers use both qualitative and quantitative methods to get a comprehensive understanding.

The researchers look closely at the dialogue in "Charlie and the Chocolate Factory" and its Indonesian subtitles. Their findings show that sarcasm is the most common type of humor, fitting the character Willy Wonka's judgmental attitude. The main translation technique used is "transfer," where humor is directly translated word-for-word. However, the study reveals a low acceptability score of 2.5 for the translated humor, suggesting that audiences may need to read and think more to get the jokes, which might lessen the enjoyment of watching the movie.

This research provides useful insights into the challenges of translating humor, highlighting the types of humor, translation methods, and their impact on audience enjoyment. The results emphasize the importance of improving translation techniques to make humor in subtitles more accessible and enhance the overall viewing experience.

This research has similarities with previous studies in terms of exploring the types of humor in film dialogue. However, the main difference lies in the object of

study and the approach used. Until now, there has been no study that specifically examines the Girls5eva situation comedy series or applies the Qualitative Content Analysis (QCA) method in the analysis process. This gap opens the opportunity to provide a more in-depth scientific contribution. In this study, the types of humor contained in Episode 1 of Girls5eva will be analyzed using the Raphaelson-West theory, while the translation techniques used will be examined by referring to the theoretical framework of Molina & Albir.

1.8 Status of Organization

1. Chapter I – Introduction

This chapter includes the research background, statement of the problems, purpose of the study, significance of the study, methodology of the study, and the status of the study.

2. Chapter II – Review of Related Literature

This chapter explains the theory used and discusses its implementation in others research.

3. Chapter III – Findings and Discussion

This chapter presents the results of the analysis conducted by the researcher and describes the answers to the research questions.

4. Chapter IV – Conclusion

This chapter provides conclusions drawn from the research and analysis. Additionally, suggestions for future research related to translation techniques, particularly in the context of humor, will be offered.