

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Research

Books and literature have become widespread across the world. Therefore, translation has become a basic need for those who want to understand or deliver works from a foreign language. Each timeline has rules of what made books and literature acceptable in society. As times evolve, so are the way books and literature are written. Not only that, each country also has its own culture and sets of boundaries, which makes the translator should gain comprehension of translation rules that had been set. If the translated work is done poorly, then it could cause misunderstanding (Junining, 2018).

Nida (2001) mentioned that translation is about changing the form of language from the source language into the target language (Junining, 2018). Furthermore, Hohulin (1992) explained that the objective of the translator is for the meaning of the message to be conveyed from the original language to the target language. This is because translating a language is aimed at making the target language able to understand the intention of the author from the source language. As what is known from various research, translating a language would give urgency for the translator to understand the culture of both languages (Salsabila and Jumanto, 2020). However, Naik, et al (2023) mentioned that aspects of human life that cover values, behaviors, customs, and beliefs are known as culture. Newmark (1998) mentioned that non-equivalence problems could be produced when the translator tries to transfer the meaning of the language (Cholilah, 2017).

Native speakers sometimes have some kind of vocabularies that are not easy to understand because literal translations are impossible for that. Grammar theory usually can't explain the meaning of that vocabulary, whether in sentences or phrases. In English, this thing is called an idiom. The idiomatic expressions in the English language are used very often by the native speakers (Rozikin et al, 2021). Idiomatic expression is also used in the American Self-Development book *The Subtle Art of Not Giving F\*ck: Counterintuitive Approach to Living a Good Life*. The thing about translating idiomatic expression is that the lack of cultural

background and the lack of exposure toward it cause hardship in the process of translating the idiomatic expression, (Sari et al, 2022).

Cultural factors are an important part that the translator should always put their attention to. This is because there are proofs from the vast majority of cases that the cultural equivalence translation method should be the one that can be accepted by the target language readers. This is because not all cultural words that are accepted in some languages would be accepted in other languages (Zou, 2016). Some cultural words related to customs, such as swearing or vulgar words that could appear in a book from a Western country, are not acceptable in some countries. To avoid unwanted reactions from the target language audiences, the translator needs to tone it down or alter it completely.

The translator should understand that some books that would be translated might contain words in a sentence that are considered culturally taboo in the target language. According to Wibowo (2022), Taboo is something that is avoided because it can cause embarrassment and is considered offensive to the social value in the environment. Furthermore, the Oxford Learner Dictionary (n.d) explains that when a particular matter is not allowed to be conducted, used, or discussed by a custom of culture or religion, it is called taboo. Masniar (2022) mentioned taboo language as a language that holds the capability to cause distress, loss of respect, and offend. Therefore, a taboo word is something that could cause unwanted reactions if the translator translates it as it is in a translated book because the taboo word is considered as socially unacceptable.

Below is an example of the taboo word taken from *The Subtle Art of Not Giving a F\*ck: A Counterintuitive Approach to Living a Good Life* on Chapter 1, pages 10-11.

SL: “Mark, this is making my **nipples** all hard, but what about the Camaro I’ve been saving up for?...”

TL: “Mark, ini sungguh membuat saya **gerah**, lalu bagaimana dengan tabungan saya yang rencananya akan

saya gunakan untuk membeli mobil Camaro (jenis mobil mewah—*red.*)...”.

As can be seen here, in the phrase “Mark, this is making my nipples all hard...” Mark used the word “nipples” to express the assumed reader's reaction in a sarcastic way using taboo words. The reason why it is sarcastic is because the meaning is delivered in a way that could embarrass the audience while portraying their worried reactions. It is called taboo because it mentions private parts, which is referred to as sexual activity. In Indonesia, such a word is considered taboo and not worth expressing. The relation of taboo words and translation technique is that understanding taboo words in the translation process not only could be insightful knowledge for the translator and the reader but could also raise awareness of taboo words utilization in daily life, so one knows when they have to completely avoid using it in particular situations.

*The Subtle Art of Not Giving a F\*ck: A CounterIntuitive to Living a Good Life* is a self-help book written by Mark Manson which was published in 2016. Though the title seems to suggest not caring about something, this self-help book conveys the importance of only caring about the things that are important to life and not caring about things that will not contribute to the growth of life based on the chosen value that is being held. The readers are invited to be more wise in distributing their attention due to their attention limits, to understand personal boundaries, and to accept them. Not only that, this book is also served with taboo languages which can be provocative in the other culture from the target language translation.

The reason why the writer researches this topic is because the writer is interested in how this book could be published in the Indonesian language when the original English version contains a lot of taboo words. Especially when a lot of the taboo words were idiomatic expressions. Not only that, The importance of this research is because some translators might receive an assignment to translate idiomatic expressions that contain taboo words, which could be challenging for the translator. Not paying attention when translating taboo language could cause unwanted reactions from the target language readers. Therefore the writer aims to

use the *Subtle Art of Not Giving a F\*ck: A Counterintuitive to Living a Good Life* as the content of this research to find the idiomatic expression containing taboo languages found in the book.

## 1.2 Statement of the Problems

Problems that are discussed in this research are:

- a. What are the types of taboo words found in the idiomatic expression in *The Subtle Art of Not Giving F\*ck: Counterintuitive Approach to Living a Good Life*?
- b. What kind of translation technique is being implemented in translating the English taboo words in *The Subtle Art of Not Giving F\*ck: A Counterintuitive Approach to Living a Good Life*?

## 1.3 Purpose of the Study

The purpose of this study is to:

- a. To find the taboo words in the idiomatic expression in *The Subtle Art of Not Giving F\*ck: A Counterintuitive Approach to Living a Good Life*.
- b. To analyze the translation technique types found in *The Subtle Art of Not Giving a F\*ck: A Counterintuitive Approach to Living a Good Life*.

## 1.4 Significance of the Study

Idiomatic expression is part of figurative language that can't be translated literally. Not only that, sometimes it's impossible to find the equivalence between two languages based on the idiomatic expression from the source language. With the comprehension of the translation technique from Molina and Albir, the reader can have further recognition of translation techniques to translate taboo words to the target language appropriately. The connection to real-life implementation of this can be seen in humans' daily interactions. People who know the meaning of taboo words and their effects are more careful about it and maybe they do not use it at all due to their beliefs and culture. Situations

where taboo words are unacceptable for example when someone is talking to their parents, teacher, boss, etc. There are also several places in real life where taboo words are not acceptable such as at schools, and offices.

The significance of this study in theoretical implementation is that the readers would be more careful of the words that they would use in their book. Especially when it comes to idiomatic expressions that contain taboo words. Because it affects whether their book would be able to get published or not in a particular country. From this study, the reader could also learn from this analysis, which can enrich their knowledge and insight when they want to translate idiomatic expressions containing taboo words.

This study seeks a better comprehension of Molina and Albir translation techniques used to translate the English Idiomatic expression that contain taboo words in the tenth edition Indonesian translation of *The Subtle Art of Not Giving a F\*ck: A Counterintuitive to Living a Good Life* translated by Wandu S.Brata.

### **1.5 Methodology of Study**

Considering that the main objective of this research is the Idiomatic expression containing taboo words from the *Subtle Art of Not Giving a F\*ck: A CounterIntuitive to Living a Good Life*. The author recognizes that this research is identified as qualitative method research. Qualitative research as mentioned by Lim (2024) is an analysis that gets deeper into the text that is rich in human experience and perspective. With this, deeper social phenomena can be explored and connected to the experience of their subject subjectively. The reason for qualitative research is (1) to address complex social phenomena, (2) to create insight that is rich and centered around human understanding, (3) to gain a connection between the research and real-world issues, and (4) to respond to fast social change. The research design used here was descriptive qualitative research. According to Nassaji (2015), the focus of descriptive research is to portray phenomenon and its characteristics, meanwhile the focus of qualitative research is to explain themes, patterns and concepts (Wibowo, 2018).

This research used *The Subtle Art of Not Giving a F\*ck: A Counterintuitive of Living a Good Life* English Ebook available in Google

Playbook and *The Subtle Art of Not Giving a F\*ck: A Counterintuitive of Living a Good Life* X printed handy edition (2024) translated into Bahasa by Winda S.Brata as the source of data. The author also used secondary data such as journal research and universities websites that have bad word lists to see which words that are considered taboo and also compared them to the taboo words in Mark Manson's book *The Subtle Art of Not Giving a F\*ck: A Counterintuitive of Living a Good Life*. Not only that, the secondary sources of the data are also used to support the analysis and interpretation of the data.

Related to the sources of data, the data analyzed in this research is the textual data from the book, which are taboo words in a sentence. The author compares the sentence from the English original version with the Indonesian translated version. After that, the author analyzes changes the translator made to the taboo words that were found in the original book. The author wanted to see whether the translator preserves the taboo words, alters them, or even omits the taboo words completely.

The data collection that this author used is observation. Usman et al (2025) mentioned that the data collection methods used in most case study research includes focus group discussions, interviews, observations, and the exploration of artifacts. In this case, the data collecting technique the author used was focused observation. According to Werner and Schoepfle (1987), three observational procedures include: (a) descriptive observation, everything is being observed, where the researcher acts like a total beginner and observes everything with fresh eyes; (b) focused observation, where particular things are considered as not important and can be ignored, therefore the researcher only focuses on specific things; and (c) selective observation, this is when the researcher focus on specific form of general things (Smit and Onwuegbuzie, 2018). The data was gathered by highlighting the sentence that contains taboo words in *The Subtle Art of Not Giving a F\*ck: A Counterintuitive of Living a Good Life* ebook. The author copies the sentence with the highlighted sentence that contains taboo words and puts it into a spreadsheet table with four sections which are the English version, the Indonesian translation, types of taboo words, and types of translation. Then after all the data is gathered from the book into the spreadsheet table, the author

highlights the idioms that contain taboo words by making them bold. However, when it comes to the Indonesian translated version of the book, the author chooses to underline using pencil under the sentence that contains taboo words. The reason for this author to use a pencil instead of a highlighter is so that the book would not be damaged.

To analyze the data, the author used content analysis. According to Bryman (2012), content analysis is used as a method to analyze quantitative or qualitative data (Safitri et al, 2022). Erlingsson and Brysiewicz (2017) mentioned that qualitative content analysis aims to transform a huge amount of text systematically into a concise summary of key results and is highly organized. Gaining an understanding of ideas or main points that were expressed. After that, the text can be split into smaller parts, which are meaning units. There are several terms known in content analysis such as condensation, code, category, and theme. Condensation is the process used to make the text shorter. Code is a name used to describe what a particular condensed meaning unit is about. Usually consists of one or two words, and this can be known as a label too. The category is a group of codes formed that are related to each other through their context or content. Questions such as who, what, when, or where can be answered through categories. The last one is the theme. The underlying message or latent content which emerges across multiple categories can be understood through the theme. Questions such as why, how, in what way, or by what means? Are answered through themes. Communication to the reader on both intellectual and emotional levels is intended through themes. These names include verbs, adverbs, and adjectives, and they aim to be very descriptive.



### 1.5.a Image Content Analysis process by Safitri (2022)

According to Safitri et al (2022), there are three steps for content analysis, the first one is open coding, the second one is recontextualization, and the third is categorization and compilation. Before all of these three steps, the researcher decides on the research sample and the type of text data that are going to be analyzed. The result of the data analysis is interpreted and triangulated.

The ten categories of taboo words aimed to be presented using tables by qualitative classification. The author counts the number of taboo words found in *The Subtle Art of Not Giving a F\*ck: A Counterintuitive of Living a Good Life* original English. This aimed to see what type of taboo words exist in the idiomatic expressions found in the book and the translation techniques that are used based on Molina and Albir's theory. By using content analysis, the data is presented descriptively based on taboo word classification, including the English original version and the Indonesian translated version. Below is the research step-by-step process:

1. The author decides the analysis unit that wants to be decided. In this process, the author decides that the unit analysis is idiomatic expressions that contain taboo words in *The Subtle Art of Not Giving a F\*ck: A Counterintuitive of Living a Good Life* ebook. Then the author gathers data by highlighting taboo words. For the Indonesian translated handbook version of *The Subtle Art of Not Giving a F\*ck: A Counterintuitive of Living a Good Life* with the July 2024 version, the sentences are underlined. The sentences that contain taboo words are copied into a spreadsheet table and the taboo words to 10 categories with Jay's theoretical framework as cited in Wibowo.
2. The author started open coding after finishing gathering the data. Since the aim of this research is only related to idiomatic expressions that contain taboo words, then that is the only data that the author aims to gather. The idiomatic expressions that contain taboo words are read one by one.
3. The author then did recontextualization of the data. The data was examined to see if all the gathered data were suitable to answer the problems in this research. Therefore if it turns out not suitable, then the author will mark it in the spreadsheet with color highlighting.

4. The author did some categorization and compilation of the data. The classification data aimed to be classified and described with the ten taboo words classification by Timothy Jay as cited in Wibowo. There are 10 types of taboo words according to Jay which are cursing, blasphemy, insult and slurs, taboo, slang, vulgarity, scatology, profanity, obscenity, and epithets. After classifying the taboo words in the idiomatic expression, the author starts to analyze the translation technique in the gathered data by comparing the original English version Ebook and the translated Indonesian version of the book.

### **1.6 The Scope and Limitation of the Study**

This research employs the translation technique proposed by Molina and Albir. By using Timothy Jay's theory to analyze the taboo words, the main objective is to examine the translation of idiomatic expressions containing taboo words in the Indonesian version of *The Subtle Art of Not Giving a F\*ck: Counter Intuitive Approach to Living a Good Life*. The scope of this study is limited to taboo words specifically found within idiomatic expressions. The research focuses solely on comparing the original English version of *The Subtle Art of Not Giving a F\*ck: Counter Intuitive Approach to Living a Good Life* with its Indonesian translation. Other translation works or methods are not included in the scope of this study.

### **1.7 Status of the Study**

This author tried to research topics related to idiomatic expression, taboo words, translation techniques, and *The Subtle Art of Not Giving a F\*ck: Counter Intuitive to Living a Good Life*. After doing some research, this author found several studies related to the topics mentioned.

The first is the research conducted by Wibowo in 2022 about *Translation Techniques of Taboo Words in The Before I Fall Movie*. The objective of this research is to investigate the translation techniques that are used to translate the English taboo words in the *Before I Fall movie*. This research uses Timothy Jay's taboo word theories. The same theories that this current author uses to research

idiomatic expressions that contain taboo words. The difference between Wibowo's research and this current author's research is that Wibowo analyzes the *Before I Fall* Movie meanwhile this current author researches *The Subtle Art of Not Giving a F\*ck: a CounterIntuitive to Living a Good Life*. Wibowo focuses only on taboo words, while this current author focuses on idiomatic expressions that contain taboo words.

The second is the research on sarcasm and the quality of the translation of *The Subtle Art of Not Giving a F\*ck: a CounterIntuitive to Living a Good life*, which is done in the research titled *Sarcasm and Translation Quality in The Subtle Art of Not Giving a F\*ck Book* by Zawawi and Maghfiroh (2020). This research aims to observe the translation technique that was being used to translate the sarcasm words and the type of sarcasm words in that book. On the other hand, the current author did not specifically analyze the translation quality and the type of sarcasm words in detail like Zawawi and Maghfiroh. Rather, the current author focused on Taboo word classification with Jay's taboo words theory and analysis of the changes that were made by the translator using Molina and Albir's translation technique. However, the similarity between Zawawi and Maghfiroh's research and the current author is that both analyze words that are considered inappropriate from Mark Manson's book such as "Ah, fuck!" which later translated as "*Aduh, kurang asem!*" in Indonesian. Both researchers used different theories and the current author did not analyze sarcasm in *The Subtle Art of Not Giving a F\*ck: A Counterintuitive Approach to Living a Good Life*.

The third research is *An Analysis of Translation Techniques and Quality of Taboo Words in the Gran Torino Movie* by Fiana Fitriansyah (2023). This research focused on identifying functions and types of taboo words in the Gran Torino movie so that the translation techniques that are used to translate the taboo words can be found. The similarity between Fiana's research and this current author's research is that both authors use the Taboo words theory from Jay Timothy as base theory. Not only that, both apply Molina and Albir's theory when it comes to the translation theory. The difference between this author's research and Fiana's research is that Fiana expanded Jay's theory based on gained understanding, from ten types of taboo words expanded into eleven types of taboo

words. Meanwhile, the current author did not expand Jay's theory and remains to use the 10 taboo words theory.

The fourth research is *Strategies in Translating Swearing Words in Mark Manson's The Subtle Art of Not Giving a Fuck into Indonesian Sebuah Seni untuk Bersikap Bodo Amat* by F. Wicaksono (2022). This is the research conducted by Sinaga in 2022. In this research, Sinaga put attention to analyzing swearing words and the classification of swearing words from the book. This is different from the current author's research which analyzed taboo words from the book and classified the taboo words into ten classifications using Jay's theory as cited in Wibowo's work. Not only that, Sinaga used the older version of the Indonesian translation of *The Subtle Art of Not Giving a Fuck*, meanwhile the current author used the latest version this year which was published on July 2024. The translator in the Indonesian version of the book that Sinaga used is Wicaksono, meanwhile, the current author used the book translated by Brata. However, the similarity between Sinaga's and the current author's research is that both use the same methods to analyze which are qualitative research methods.

The fifth research is *the Technique of Translation in "Shang-Chi and The Legend of the Ten Rings" Film*, conducted by Siagiyanto et al (2023). This research aims to investigate the translation technique that the translator uses to translate the subtitles of Shang-Chi and the Legend of the Ten Rings movie. The similarities between Siagiyanto et al (2023) research and this current author's research is that both use Molina and Albir's translation techniques to analyze. Both are also qualitative research. The difference is that the research done by Siagiyanto et al (2023) doesn't specify the type of words that were analyzed, meanwhile, the current author focused only on idiomatic expressions that contain taboo words to analyze.

The sixth research is *Idiomatic Expressions Analysis in Joker Movie*. This is an article researched by Rozikin et al (2021). The objective of this research is to find out the types of idiomatic expressions that exist in the Joker movie. Not only that, the researchers also want to identify the patterns of idiomatic expression in that movie. The similarity of Roziqin et al research with this current author research is that both used descriptive qualitative methods and analyzed idiomatic

expression. The difference is that the current author did not just analyze any idiomatic expression, but this current author analyzes idiomatic expressions that contain taboo words. Not only that, this current author also analyzes the translation techniques used to translate that idiomatic expression that contain taboo words, while Rozikin et al (2021) did not analyze taboo words and translation techniques.

With the information that has been gained, this author found out that there has not been any study that further discusses the translation technique in translating the English idiomatic expressions that contain taboo words in the Indonesian translation of *The Subtle Art of Not Giving a F\*ck: a CounterIntuitive to Living a Good Life*. Therefore, this author has concluded that this research discusses it.

## **1.8 Organization of the study**

### **A. Chapter 1 - Introduction**

This chapter includes background research, a statement of the problem, the purpose of the study, the significance of the study, the methodology of the study, the scope and limitation of the study, and status of the study, and their detailed explanation.

### **B. Chapter 2 - Review of related literatures**

This chapter discusses the chosen methods and theory that were to be used to give further information which specifies the forming of this research.

### **C. Chapter 3 - Analysis and Discussion**

This chapter discusses the chosen methods and theory that were to be used to give further information that specifies the forming of this research.

### **D. Chapter 4 - Conclusions**

This last chapter brings forward the results of the research gained which then leads to further suggestions and recommendations to both readers and other researchers who are interested in continuing the topic of the research.