

Strategi Penerjemahan Kata Tabu dalam Buku The Subtle Art of Not Giving a F*ck: A Counterintuitive Approach to Living a Good Life Karya Mark Manson dari Bahasa Inggris ke Bahasa Indonesia = Translation Strategies in Dealing with Taboo Words in the Book the Subtle Art of not Giving a F*ck: A Counterintuitive Approach to Living a Good Life by Mark Manson from English into Indonesian

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Abstrak

Penelitian ini mengkaji strategi penerjemahan dan ideologi penerjemahan kata tabu dari bahasa Inggris ke bahasa Indonesia. Teori yang digunakan adalah teori fungsi kata tabu yang diajukan oleh McEnery (2006); teori objek kata tabu yang diajukan oleh Wardhaugh (2010); teori strategi penerjemahan yang diajukan oleh Baker (2011), Davoodi (2009), Molina dan Abir (2002), dan Newmark (1988); dan teori ideologi penerjemahan yang diajukan oleh Venuti (1995). Penelitian ini merupakan penelitian kualitatif deskriptif. Sumber data adalah buku *The Subtle Art of Not Giving A F*ck* karya Mark Manson dan terjemahannya dalam bahasa Indonesia. Unit analisis dibatasi pada kata fuck dan shit. Hasil penelitian menunjukkan bahwa strategi penerjemahan yang digunakan oleh penerjemah untuk mengatasi permasalahan penerjemahan kata tabu dalam TSu adalah sensor, substitusi, tabu ke tabu, eufemisme, superordinat, amplifikasi, dan kreasi diskursif. Penerapan strategi tersebut menyebabkan kesan tabu hilang atau lebih halus dalam TSa. Selanjutnya, ideologi penerjemahan yang dianut adalah domestikasi. Penelitian ini menyimpulkan bahwa penerjemah perlu memahami fungsi kata tabu dan menangkap makna kontekstual dari kata tabu tersebut untuk selanjutnya dialihkan ke dalam BSa. Selanjutnya, dalam usaha mempertahankan efek muatan emosi negatif dari kata tabu TSu ke dalam TSa, penerjemah menggunakan kata seru atau kata yang mengandung asosiasi makna tidak menyenangkan.

.....This thesis investigated translation strategies and translation ideology of taboo words from English into Indonesian. Theories from McEnery (2006) regarding the function of taboo words; Wardhaugh (2010) regarding the object of taboo words; Baker (2011), Davoodi (2009), Molina and Albir (2002), and Newmark (1988) regarding translation strategies; and Venuti (1995) regarding the ideology of translation were applied. A descriptive qualitative was used as the research method. Data sources are the book *The Subtle Art of Not Giving a F*ck* by Mark Manson and its translation in Indonesian. The analysis is focused on the taboo words “fuck” and “shit”. The results showed that the translation strategies applied to deal with taboo words were censorship, substitution, taboo to taboo, euphemism, superordinate, amplification, and discursive creation. The dominant implementation of amplification strategy leads to the decrease or lost of taboo effect in TT. Furthermore, the translation ideology used was domestication. In brief, the translator opted to translate taboo words in ST into TT by adjusting them to the TT readers’ culture in order to deal with the cultural gap in taboo words between the source culture and the target culture. The implementation of these strategies results the effect of taboo words to be lost or milder in TT. Furthermore, the translation ideology applied is domestication. This study concludes that translators need to understand the functions played by the taboo words and capture the contextual meaning of the taboo words to be subsequently transferred to the TL. Furthermore, in an effort to maintain the effect of the negative emotions of the taboo

words in ST into the TT, translators can use interjection or words that contain unpleasant meaning associations.