

CHAPTER I

INTRODUCTION

1.1. Background of Study

Comics has long been celebrated as an engaging and enjoyable reading medium for audiences of all ages. According to McCloud (1993), comics, as a compilation of images in a deliberate sequence, are designed to convey messages and provide aesthetic value through their visual presentation. In recent years, webtoons have emerged as a popular form of comics among teenagers and young adults. Webtoons are digitally created comics that are accessible online through specific websites or platforms. One prominent platform is LINE Webtoon, a digital comic service from South Korea, launched by the technology giants LINE Corporation and NAVER Corporation. This platform features webtoon creators from various countries, including Indonesia. As a result, webtoon offers a wide selection of comics that have been translated from other languages into Indonesian and or the other way around. Additionally, numerous webtoons by Indonesian authors have gained international recognition, being translated into multiple languages. The translation of webtoons is often handled by the platform's dedicated translator team or by enthusiastic fans of the comics, ensuring a wide-reaching and inclusive readership.

To introduce the topic of webtoon translation strategies, it is important to note that the procedure of translating a text will present

translators with many challenges. Translation involves transferring meaning from a source language (SL) to a target language (TL), aiming not only to convey the same message accurately but also naturally in the TL. Newmark (1981) defines translation as accurately conveying the intended meaning of a text into another language, reflecting the author's original intent. Adding in, Larson (1998) emphasized that when translating texts, the goal is to replicate them in a manner that conveys the original message while employing the natural grammatical and lexical conventions of the target language. The primary challenge in translation lies in accurately conveying the message or meaning from SL to TL, requiring translators to identify suitable equivalents that faithfully represent the source message. The same applies when translating webtoon. Each translator has a preferred technique of translation that they prefer to use. Many phrases in Bahasa Indonesia were translated into English using a variety of techniques and conversely. Finding the equivalent in the original language that corresponds to the message is the translator's responsibility. The best approach to handle the equivalence issue should also be taken into account by the translator. This process includes selecting appropriate strategies to address challenges such as translating slang expressions.

The difficulty of translating slang words is one of the issues that translators face. According to Stenström (2002), slang is “a slippery concept, which is notoriously difficult to define”. Another definition of slang defined by Yule (2020), is a word or phrase that is used more

frequently than everyday words by young people or certain groups. In literary translation, translation of slang causes serious problems because slang is language and culture-bound and never occurs in simple or denotative meanings (Stolt, 2010). Even though a skilled translator understands the origin of the source text and the cultural context, there is still an obstacle with how to translate slang words into other languages. Slang results from the various linguistic and cultural frameworks, and figuring out how to translate slang or slang words as accurately, readable, and acceptably as possible is needed.

In the realm of translation, effective communication is paramount. When translating texts, translators need to capture the essence of the message, adapt it to the cultural context, and ensure resonance with the target language readers. According to Koby et al. (2014), "A quality translation demonstrates accuracy and fluency required for the audience and purpose and complies with all other specifications negotiated between the requester and provider, taking into account end-user needs." Additionally, Machali (1998) asserts that a translated text achieves high quality when it accurately conveys the intended message or meaning, maintaining equivalence between the source language and the target language to avoid distortion or loss of information. Preserving the original tone, style, and cultural references is crucial in maintaining translation quality, allowing for accurate message transmission while accommodating linguistic and cultural nuances.

To further analyse this topic, the writer analyses Galang Larope's webtoon entitled *Romance Punch*. This webtoon tells the story of Amelia, an ambitious girl with big dreams and an unusual allergy to seeing violence. When she discovers that her new high school is a battleground between two rival student gangs, she realises that her initially tranquil first image of the school was only a temporary façade. Amelia is adamant about using the power of love to bring harmony to her new high school, despite the chaos and her increasingly frequent allergic reactions. Given that the webtoon's dialogue uses several Indonesian slang words, *Romance Punch* was selected. In addition, the writer picked this particular webtoon because it was created in Bahasa Indonesia and had been translated into English. The *Romance Punch* webtoon has 73 completed episodes, both in Indonesian and English. As a result, the writer in this study concentrates on identifying the Indonesian slang terms used by every character in the dialogue from Season 1 episodes 0 through 41 of the *Romance Punch* Webtoon as well as its translation strategies. Furthermore, the writer then analyses the quality of the Indonesian slang terms translation into English.

Some previous studies in the area of slang analysis have been done. The study *English Slang Words Used By The Characters In "Deadpool II" Movie Script* by Pradana (2020) focuses on classifying English slang words and analysing the reasons for using slang words by the characters in the "Deadpool II" movie script by using Allan and Burrige (2006) and Patridge (1950) theories to analyse the slang words. Another previous study in the

slang analysis area is *Slangs Used in The Movie "Lady Bird"* by Oktaviani (2023) which also aims to determine the types and meanings of slang words found in "Lady Bird" movie by using the types of slang words based on the theory from Allan and Burridge (2006). The writers focus on the kinds of slang words in both of the previous studies. Therefore, this present study will examine the categories of slang words by using the same theory and also analyse them in the translation scope with a different object study.

Moreover, several other studies employing different theories around the same subject and object as this present study have already been conducted. The studies *Translation Analysis of Slangs in Webtoon Comic Entitled Siren's Lament by Instantmiso* by Yunita (2019) and *Translation Strategy Used In Translating Slang Expression Found In I Love Yoo Webtoon* by Edison (2021) aim to identify the types of slang expressions and the translation strategies used to translate slang expressions in the chosen English webtoon by using Hary Shaw's theory (1991) for the types of slang and Mona Baker's theory (1992) for the translation strategies. The study *The Translation of Profanity in the Webtoon Yakhon Yeongung into Indonesian* by Ratu (2021) focuses on explaining how Korean profanity is translated into Indonesian in the chosen Korean webtoon by using Chang's profanity classification theory (2010) as well as Vinay and Darbelnet's translation theory (1995).

Some of the studies previously mentioned above have one thing in common, namely discussing slang translation strategies. Not only the

similarities but also this study has differences that were not discussed in previous studies. The two previous studies mentioned focus on analysing and identifying slang in movies. On the other hand, the main focus of this present study is on the types of slang and the strategies used to translate Indonesian slang terms to English in webtoon comics. Additionally, the study objects for those two studies were movie scripts while the subject of the present study is an Indonesian webtoon entitled *Romance Punch*. The second previous study, however, differs from the present study due to the theory it employed. In contrast to the three earlier studies, which drew on the theories of Baker, Vinay and Darbelnet, the current study will examine the methods employed by translators by Vinay and Darbelnet's translation strategies, similar to Ratu (2021). The author chose to use this theory because it is widely used as a strategy for translating idioms, wordplays, and various cultural contexts. The three earlier studies employed the slang theories of Shaw, and Chang, but the current study will identify slang words discovered using the slang theories of Allan and Burridge.

In addition, some previous studies in the area of translation quality from Indonesia to English by using Nababan's Translation Quality Assessment (2012) also have been done. The study *The Assessment of Translation Quality in Bound Novel* by Ningsih (2020) describes the translation quality in the novel entitled "Bound". The study *The Accuracy In Indonesian-English Translation Of Undergraduate Final Project Abstracts Of Psychology Students In Universitas Negeri Semarang* by

Mahardini (2020) aims to detail the attainment of accuracy at the word, phrase, clause, and sentence levels in translating abstracts of psychology undergraduate final projects from Indonesian to English at Universitas Negeri Semarang. The study *Equivalence and Translation Quality Assessment towards News Translation: VICE Indonesia Youtube Channel* by Basriana (2022) aims to identify the nature of equivalence present in the translation of news from the VICE Indonesia Youtube channel and assess its influence on the overall quality of translation. This present study will identify the Indonesian to English quality translation by using the same theory with a different object study, which is translated Indonesia slang terms to English from a webtoon.

The results of this study ought to shed further light on slang terms translation techniques, especially on translating Indonesian slang. This can be a contribution for soon-to-be and professional translators, especially Indonesian translators, as a reference to broaden their knowledge and a better understanding of slang and the proper strategy for translating slang, as well as its translation quality. It can also be a further reference for future writers who will conduct studies on translation strategies in Indonesian slang terms.

1.2. Study Questions

Based on the background of the study, thus, the study questions of this study are:

1. What are the types of the Indonesian slang terms found in the *Romance Punch* Webtoon?
2. What translation strategies does the translator use to render the Indonesian slang in the *Romance Punch* Webtoon?
3. How is the translation quality of the translated Indonesian slang terms to English in the *Romance Punch* Webtoon?

1.3. The Objective of The Study

Based on the study questions above, the objectives of the study are:

1. To classify the types of Indonesian slang terms found in the *Romance Punch* Webtoon.
2. To identify the translation strategies used to translate Indonesian slang terms to English in the *Romance Punch* Webtoon.
3. To analyse the translation quality of the translated Indonesian slang terms to English in the *Romance Punch* Webtoon.

1.4. Scope and Limitation of The Study

The translation method suggested by Vinay and Darbelnet (1995), the slang theory suggested by Allan and Burridge (2006), and translation quality assessment suggested by Nababan (2012) are the scopes of this study. The strategy of translation used to translate Indonesian slang words in the *Romance Punch* Webtoon was the writer's primary focus of the study. The writer only concentrates on the Indonesian slang words in the dialogue

that has been established from Season 1 of *Romance Punch* which starts from episodes 0 through 41 and uses Indonesian and English versions of the chosen webtoon. To assess the quality of the translation, the author enlisted the help of 10 respondents who are professionals in the translation field, as this evaluation did not include a sworn translator.

1.5. Significance of Study

This study is expected to contribute in two parts, theoretical and practical. Theoretically, this study is useful and insightful for readers in terms of translation because in conducting this study the writer describes what types of slang words, how the strategies are used in translating Indonesian slang words, and how the quality of the slang term translation. Furthermore, readers can find Indonesian slang word phrases, an explanation of the translation strategies applied to translate Indonesian slang words, and the results of the analysis of the translation quality. Meanwhile, in practical terms, this study provides knowledge about the translation strategy used in translating Indonesian slang words in webtoons. Therefore, these strategies are expected to be able to make the readers translate slang words, especially Indonesian slang words well.