The Translation of Dysphemism on YouTube

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ABSTRACT

The rise of sex toy reviews on YouTube has been a particular concern for the scholar. It has been considered taboo in eastern (Indonesian) culture. The sexual language is clearly displayed on YouTube. This paper explores how sexual language expressions pertaining to dysphemism are rendered into Indonesian through the CC (Closed Caption) feature. The data were obtained by downloading the sex toy review videos on YouTube, then analyzing the documents to categorize dysphemism in English and how the translated products were in the Indonesian version. Based on the findings, were obtained 30 dysphemisms consist of 16 items included in the sexual aid category with the linguistic unit in the form of phrases, 11 items included in the sexual organs category with the linguistic unit in the form of words, and 3 items included in the category of sexual organs with the linguistic unit in the form of phrases. The translation techniques applied namely; established equivalent, literal, pure borrowing, discursive creation, and generalization.

Keywords: Sexual language, dysphemism, subtitle, translation technique, YouTube

1. INTRODUCTION

Sex toy reviews on YouTube advance a significant contribution to promotion of the product to all parts in the world. Through sex toy reviews consumers are able to obtain information about the quality of materials and how to apply a sex toy. Recently, YouTube media has been employed as an intermediary for the dissemination of sex toy reviews is equipped with an automatic subtitle or closed caption (cc) feature. It is able to divert English into various languages in the world. The emergence of automatic subtitle is a solution to the language gap, particularly for those who are not able to understand English.

The Automatic translation machine works efficiently. Since it produces translated products into several target languages in a short time to many countries. On the other hand, the employing of the subtitles is not without weaknesses, a machine certainly does not have feeling like a human. Meanwhile, what is rendered is a language which is full of cultural values and norms, in particular texts pertaining to sensitive thing, such as sexual issues.

Every country has a different concept of looking at sex. In Indonesia, the discussion about sex has been considered taboo, therefore it is natural that in form of spoken or written language people tend to use indirect expressions when talking about the sexual realm. In the contrary, Western culture tends to be open, therefore people use more straightforward or direct expressions. Thus, when transferring messages from English into Indonesian, the translator should consider the eastern culture values.

The automatic translation machine of the cc feature on YouTube works as programmed. The reality of the original text is rendered into translated text as it is without considering normative aspects. Therefore this study examines how dysphemism is rendered into Indonesian and what techniques are applied.

It strengthens previous studies dealing with the translation of sexual language had been conducted by several scholars, they are: Mossop [1]; Gupta [2]; Yuan [3]; santaemilia [4]; Navarro et.al. [5].

In addition, several studies pertaining to dysphemism had been established by numerous researchers, they are: McGlone, [6]; Fine [7]; Terry, [8]; Olimat [9].

Meanwhile several related studies are the combination of translation and dysphemism of sexual language with dysphemism (Sidiropoulou, [10]; Gomes [11]; Putrianti et.al, [12]; Anita et.al. [13]; Abudayeh and Dubbati [14].

1.1. Sexual Language Expression

Allan and Burridge [15] stated that sexual language as one of taboo things. They define taboo as prohibition against certain actions, behavior, or actions that affect daily life. Such actions or actions can cause discomfort, hurt or hurt the feelings of others.

Furthermore, they explained several things that are considered taboo to be disclosed, for example the body, body parts, and all the fluids they secrete, sexual

organs and acts, and other things that can be classified into this category. Thus, sexual organs and sexual activities can be considered taboo when discussing them in the public domain which has the potential to cause discomfort to others. Even though it is included in the taboo category, sex is a need that is deeply ingrained and inseparable in our lives.

According to Allan and Burridge [15] there are three ways humans use language, namely "orthophemism (straight talking), euphemism (sweet talking), and dysphemism (speaking offensively)" depending on the purpose of using the language. In this study, the main focus is dysphemism in sex toy reviews on YouTube.

1.2. Audiovisual Translation: Subtitles

Subtitles are one of the audiovisual translation products. Multimodality becomes the main conceptual framework in the study of audiovisual texts, which shapes meaning through the use of several semiotic elements, such as in films. Semiotic elements include: dialogue and lyrics; music and sound effects; different types of text on the screen; and images (Delabastita [16]; Remael [17]; Zabalbeascoa [18]. Subtitles are grouped into five categories, namely; 1) based on linguistic parameters; 2) availability of preparation time; 3) technical parameters; 4) subtitle projecting method; 5) distribution format (Cintas and Ramael, [19]. The following will describe the five categories

Based on the linguistic dimension, the subtitles are divided into several types, namely; a) Intralingual subtitles, transferring language from spoken form to written form but still in the same language. Subtitles of this type are further divided into several forms, namely: subtitles for those who are unable to hear well; subtitles for language studying reasons; subtitles for entertainment such a karaoke; subtitles for dialect of a particular language and subtitles for notice or giving information about something; Interlingual subtitles, transferring languages from one language to another. Interligual subtitles consist of two forms, namely; interlingual subtitles for users with normal hearing functions and interlingual subtitles for users who are deaf or hard of hearing; b) Bilingual subtitles, transferring one language into two languages.

Based on the availability of preparation time, subtitles can be divided into two, namely: 1) prepared / offline subtitles consisting of complete and reduced sentences; 2) live or real-time subtitles / online subtitles consisting of subtitles translated by humans and subtitles translated by machine . Meanwhile, according to technical use, subtitles are divided into two, namely: open subtitles (subtitles that are projected in the form of images and cannot be removed, so that there is no

choice for users to display the subtitles on the screen) and closed subtitles (subtitles that can be added / modified by the user accordingly his wish)

Based on the way the subtitles are shown, it refers to the history of the subtitles which includes: mechanized and thermic subtitling; photochemical subtitling; optical subtitling, laser subtitling, electrical subtitling. Meanwhile, based on media used to distribute the program that could affect the way the subtitles are produced. Subtitles are able to be created following means of distribution, namely: movie theatre, the small screen, video home system, digital video disc and online network.

1.2. Translation Techniques

According to Molina and Albir [20], translation techniques reflect the results gained and are able to be applied to categorize various orders in solving of translation problems. They provide a definition of a particular technique which is a way for determining and classifying how translation equivalents work. The translation technique has five basic criteria, namely: 1) it has an influence on the product of translation; 2) distinguished by comparison with the first language text; 3) influence on the micro-unit of the text; 4) discursive and related to the context; and 5) design to be practical and useful.

Furthermore, Molina and Albir [20] classify translation techniques, namely: 1) adaptation, carried out by replacing cultural parts of the original language with cultural parts that have the same characteristics in the target language; 2) amplification, done by making explicit or paraphrasing information that is implicit in the source language; 3) borrowing, employed by receiving terms or expressions from the original text; 4) calque, done by literally translating the source language phrase or word; 5) compensation, carried out by introducing information parts or stylistic influences of the original text elsewhere in the rendered text;

The next technique, 6) description, is done by describing the form or function of a term in the product of translation; 7) discursive creation, performed by displaying temporary equivalents that are unexpected or out of context. Discursive creation is commonly applied in translating book titles or film titles; 8) established equivalent, carried out by using familiar terms or expressions (based on dictionaries or colloquial usage); 9) generalization, carried out using a more common or science term in the product of translation; 10) linguistic amplification, done by adding parts of linguistics in the product of translation. Linguistic amplification is generally employed in consecutive translation or in dubbing; 11) literal translation, is done by translating expressions word for word; 12) linguistic compression,

performed in simultaneous translation or in the translation of film texts, by compressing linguistic parts in the product of translation; 13) modulation, done by replacing the way of considering something, attention or conscious mental process type dealing with the original text. This change of viewpoint can be lexical or structural; 14) particularization, carried out using more concrete or precise terms; 15) reduction, done by compressing the source language text information in the target language; 16) substitution, by changing linguistic and paralinguistic elements (intonation or gesture); 17) transposition, carried out by changing the grammatical category; 18) variation, is done by changing linguistic or paralinguistic aspects that influence the variation of linguistic features: changing printed material tones, styles, social dialects, geographic dialects.

To classify the translation techniques used in the subtitles of the closed caption (CC) feature of sex toy reviews on YouTube, researchers refer to the techniques described by Molina and Albir [20] since they are more comprehensive and have clearly defined translation techniques.

2. METHODS

This study administered a qualitative design with sources of data derive from sexual language of sex toy reviews on YouTube and their subtitles in Indonesian version. The scholar downloaded 26 videos of sex toy reviews on YouTube and the Indonesian subtitles. Relayed observations had been done on the video by comparing the English with the Indonesian subtitles to see whether they have been appropriate or not before proceeding to the next stage. The document analysis technique employed to identify the expression of dysphemism of sex toy reviews on YouTube according to Burridge's theory [15]. Focus Group Discussion (FGD) had been conducted three days in order to gain data on translation techniques of dysphemisms. The classification of these translation techniques is based on the theory proposed by Molina Albir [20].

3. RESULTS

3.1. Dysphemism of Sex Toy Reviews on YouTube

Based on the results of document analysis, the data substantiate the dysphemism of sex toy reviews on YouTube includes two categories, namely: sexual aids and sexual organs. These two categories are contained in the linguistic unit of words and phrases as proved in the following table.

Table 1 Dysphemism of Sex Toy Reviews

Category	Linguistic Unit	Items	Total
Sexual Aids	Phrases	16	16
Sexual Organs	Words	11	14
	Phrases	3	

In the table 1 above, it illustrates the dysphemism in the category of sexual aids consists of 16 items in linguistic units of phrases. In the other hand, the dysphemism in the category of sexual organs consists of 11 items in linguistic unit of words and three items in linguistic unit of phrases.

3.2. Translation Techniques of Dysphemism

Based on the results of the Focus Group Discussion (FGD), the data manifest five types of translation techniques applied in rendering dysphemism of sex toy reviews on YouTube. They are: literal translation, established equivalent, generalization, pure borrowing and discursive creation, as proved in the following table.

Table 2 Translation Techniques of Dysphemism

Category	Translation Technique	Linguistic Unit	Items
Sexual Aids	Literal	Phrases	18
	Established Equivalent	Phrases	7
	Generalization	Phrases	2
	Borrowing	Phrase	1
Sexual Organ	Generalization	Words	8
		Phrase	1
	Established Equivalent	Word	1
		Phrases	2
	Discursive Creation	Word	1
	Literal	Phrase	1
	Borrowing	Word	1

In the table 2 above, it illustrates four techniques in the category of sexual aids namely; literal translation, established equivalent, generalization and borrowing. In the other hand, there are five techniques applied in the category of sexual organs. They are; generalization, established equivalent, discursive creation, literal translation and borrowing.

4. DISCUSSION

In the category of sexual aids there are 16 data manifest the expression of dysphemism in linguistic units of phrase. The employing of dysphemism expression as proved in the following example.

Example 1

073V6	
ST	this is just gonna add to the experience plus having had experience using **a cock ring**
TT	*ini hanya akan menambah pengalaman plus memiliki pengalaman menggunakan cincin ayam*

In data 073V6 above, the phrase of **cock ring** is an expression of dysphemism which represents sexual aid for men. By applying the literal translation technique, the phrase is rendered into Indonesian to be *cincin ayam*. The employing of this technique results an inaccurate translation product, since there is a shift of meaning. The message in the target language does not reflect a sexual language as it is in the source language.

Example 2

370V21	
ST	it's also **the easiest pocket pussy to clean**
TT	*itu juga **vagina saku termudah untuk membersihkan***

In data 370V21, the utterance of **the easiest pocket pussy to clean** is an expression of dysphemism which represents a sexual aid. By applying established equivalent technique the expression is rendered into Indonesian to be *vagina saku termudah untuk membersihkan*. The employing of this established equivalent technique results in an acceptable translation product. The vulgar word of **pussy** rendered as vagina which is more neutral in Indonesia.

Example 3

365V21	
ST	the next sex toy on the list is **the water pussy**
TT	*mainan seks berikutnya daftar adalah vagina air*

In data 365V21 above, the phrase of **the water pussy** is an expression of dysphemism which represents a sexual aid. The word of **pussy** in the source language is an offensive form. By applying generalization technique the word is transferred into Indonesian to be vagina. It is considered as a neutral term in Indonesia.

Example 4

362V21	
ST	it's **a soft pocket pussy with a** <u>bangable</u> **hole on each end**
TT	*itu **vagina saku lembut dengan** <u>bangable</u> **lubang di setiap ujungnya***

In data 362V21 above, the word of **bangable** is an expression of dysphemism which represents the male sexual aid. The word is borrowed in its entirety as a product of Indonesian subtitle. Employing of pure borrowing as a technique produces an accurate translation product but unacceptable and legible message for the target language reader since the word seems strange.

In the category of sexual organs, there are 14 data manifest the expression of dysphemism in the linguistic unit of phrases and word, as proved in the following example.

Example 1

069V6	
ST	so my fingers are your **dick**
TT	*jadi jari saya **penis**mu*

In data 069V6 above, applying word of **dick** is an expression of dysphemism which represents the male sexual organ. By employing generalization technique the word is rendered into *penis* in Indonesia. The translation technique produces an acceptable translation product in the target language. The term seems more neutral and it does not feel vulgar since it is formal and familiar in the medical world.

Example 2

236V18	
ST	it feels like really similar to **an actual pussy** like the sensation of it is just incredible like that's actually kind of turning me on
TT	*rasanya benar-benar mirip dengan **vagina yang sebenarnya** seperti sensasi itu hanya luar biasa seperti itu sebenarnya jenis menyalakan saya*

In data 236V18 above, the phrase of **an actual pussy** is an expression of dysphemism which represents a woman's sexual organ. By applying established equivalent technique, the phrase is transferred into Indonesian to be *vagina yang sebenarnya*. The application of this technique produces an accurate, acceptable and legible translation product. This expression seems more neutral in the target language.

Example 3

070V6	
ST	so it's nothing that you're gonna like put on your **dick** and be like huh too much you know like if it's just an over stimulation and then you're also having sex
TT	*jadi bukan apa-apa bahwa Anda akan suka*

*meletakkan di **dek** Anda dan menjadi seperti ya terlalu banyak yang Anda tahu suka jika itu hanya stimulasi berlebihan dan kemudian Anda juga berhubungan seks*

In the 070V6 data, the word of **dick** is a dysphemism which represents the male sexual organ. The word is rendered into Indonesian to be ***dek***. The employing of discursive creation technique produces an inaccurate, unacceptable and legible translation product. The term is unfamiliar in Indonesian, it feels strange.

Example 4
359V21

ST	that's **a tiny dick**
TT	*itu **k****l kecil***

In data 359V21 above, the phrase of **a tiny dick** is an expression of dysphemism. The phrase, representing the male sexual organ. It is rendered by applying literal translation techniques into Indonesian to be ***k **** l kecil***. The message is accurate and easy to understand. However, normatively, it feels unpleasant and indecent from the perspective of Indonesian culture.

Example 5
350V21

ST	it's got this cool spinning action as you jerk it up and down your **dick**
TT	*itu punya pemintalan keren ini tindakan saat Anda menyentaknya ke atas dan ke bawah **dick***

In data 350V21 above, the word of **dick** is an expression of dysphemism which represents the male sexual organ. The word is borrowed in its entirety as the product of Indonesian subtitle. Employing of pure borrowing produces an accurate message but it is unacceptable and unreadable translation product for the target language reader since the word feels strange.

5. CONCLUSION

Dysphemism of sex toy reviews on YouTube falls into two categories, namely; sexual aids and sexual organs. In the category of sexual aids there are 16 items in linguistic units of phrases. Meanwhile, in the category of sexual organs, there are 11 items in linguistic units of words and three items in linguistic unit of phrases. The translation techniques applied in rendering dysphemism of sex toy reviews on YouTube namely; literal translation, established equivalent, generalization, borrowing and discursive creation. The translation techniques contribute to positive impact on translation products are: established equivalents and generalization. Meanwhile, techniques that produce a negative impact on translation results are: literal translation, borrowing and discursive creation. As a recommendation, in the context of translating from English into Indonesian pertaining to sexual language, established equivalent and generalizations suggested to be applied, since these two techniques are able to convey messages well and to produce acceptable translation product in target language.

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