ABSTRACT

Alma, Tazkiya, 2024. *The Translation Strategies and Acceptability of Taboo Terms on Netflix Series Entitled "13 Reasons Why" Season.* Thesis. English literature study program. English department. Faculty of Humanities. Universitas Jenderal Soedirman Purwokerto. Supervisor 1: Asrofin Nur Kholifah, S.S., M.Hum. Supervisor 2: Raden Pujo Handoyo., S.S., M.Hum. External Examiner: Dyah Raina Purwaningsih, S.S., M.Hum.

Keywords: Translation Studies, Taboo Terms Translation, Translation Strategies, Acceptability, 13 Reasons Why Season 1.

This research aims to analyze the types of taboo terms, the translation strategies, and their acceptability in the utterances produced by Clay Jensen and Hannah Baker, the main characters in the Netflix series "13 Reasons Why" Season 1. This research is conducted using the theory of taboo terms types by Gao (2013), the theory of translation strategies in translating taboo terms by Davoodi (2009), and the theory of acceptability in translation quality assessment by Nababan et al (2012). This research uses a qualitative method, utilizing a questionnaire with feedback from raters for the data collection. The result reveals 80 data representing 7 types of taboo terms classification by Gao. The result shows the most prominent type is swear words (43), followed by four-letter words (16), death and disease (11), sex (5), privacy and discriminatory language (2), and bodily excretions (1). Furthermore, 4 strategies by Davoodi are implemented by the translator. The most prominent strategy is taboo for taboo (34), followed by substitution (17), censorship (15) and applying euphemism (14). Additionally, the acceptability aspect of the data predominantly shows acceptable with 71 data and 9 data are less acceptable. Based on the result, the most prominent type of taboo terms in the Netflix series "13 Reasons Why" Season 1 is swear words, reflecting American youth culture, implementing taboo for taboo strategy to capture the exact nuances, making it more relatable to the target audience who is more permissive in accepting taboo terms.

ABSTRAK

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Keywords: Kajian Penerjemahan, Terjemahan Istilah Tabu, Strategi Penerjemahan, Keberterimaan, 13 Reasons Why Season 1.

Penelitian ini bertujuan untuk menganalisis jenis-jenis istilah tabu, strategi penerjemahan, dan keberterimaannya dalam ujaran yang diproduksi oleh Clay Jensen dan Hannah Baker, karakter utama dalam serial Netflix "13 Reasons Why" Season 1. Penelitian ini dilakukan dengan menggunakan teori jenis-jenis istilah tabu oleh Gao (2013), teori strategi penerjemahan dalam menerjemahkan istilah tabu oleh Davoodi (2009), dan teori keberterimaan dalam penilaian kualitas terjemahan oleh Nababan dkk. (2012). Penelitian ini menggunakan metode kualitatif, dengan menggunakan kuesioner dan jawaban dari para penilai sebagai pengumpulan data. Hasilnya menunjukkan 80 data yang mewakili 7 jenis klasifikasi istilah tabu menurut Gao. Hasil penelitian menunjukkan jenis yang paling menonjol adalah *swear words* (43), diikuti oleh four-letter words (16), *death and disease* (11), *sex* (5), *privacy* dan *discriminatory language* (2), dan *bodily excretions* (1). Selanjutnya, 4 strategi dari Davoodi diterapkan oleh penerjemah. Strategi yang paling menonjol adalah *taboo for taboo* (34), diikuti oleh *substitution* (17), *censorship* (15) dan *applying euphemism* (14). Selain itu, aspek keberterimaan dari data sebagian besar menunjukkan keberterimaan dengan 71 data dan 9 data kurang berterima. Berdasarkan hasil penelitian, jenis istilah tabu yang paling menonjol dalam serial Netflix "13 Reasons Why" Season 1 adalah kata-kata umpatan, yang mencerminkan budaya anak muda Amerika, menerapkan strategi tabu untuk tabu untuk menangkap nuansa yang tepat, sehingga lebih mudah dipahami oleh audiens yang lebih terbuka dalam menerima istilah-istilah tabu.