



**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**

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ABSTRACT

*This paper investigates swearing words in Mark Manson's *The Subtle Art of Not Giving a Fuck* as translated into "*Sebuah Seni Untuk Bersikap Bodo Amat*" by F. Wicaksono. This paper aims to identify the translation strategies and subsequently classify them into understandable patterns. Using a qualitative approach, this study finds five strategies used in translating swearing words: paraphrasing, general words, omission, cultural substitution, and neutral words. Moreover, eight types of swearing words are also found: idiomatic set phrase, emphatic intensifier, general expletive, predicative negative adjective, cursing expletive, literal usage, pronomial form, and destination usage. The translator mostly used paraphrasing strategies.*

Keyword: *Swearing words, classification of swearing words, translation strategies*

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INTRODUCTION

In this globalization era, language plays an important role in our life. People use it as a tool of communication every day. Machali (2000), in *Pedoman bagi Penerjemah*, adds that "a language is a vital tool in communication." Language has a role in getting information from other people. Nowadays, people not just interact with people of the same language but also with people of different languages. Culture is an expression of a society or a country. As a result, culture plays a crucial and significant role in shaping how the community behaves, responds, and develops. Every person in the society has a significant impact on culture. When everyone speaks the same language, culture makes you feel like you connect. Language is a direct byproduct of how people interact in a society, and it develops along with the culture (Wilujeng, & Arysaputri, 2018; Sukaton, 2019). Therefore, people need to learn a foreign language to expand their social intercourse and gain more information about other cultures.

The translation transfers meaning from the source language to the target language. Newmark (1988) defined translation as "rendering the meaning of a text into another language in the way that the author intended the text." A good translator must be able to produce the message from the source language to the target language as intended by the author rather than just focusing on delivering the word's meaning so that the intended perception of the target language will be the same as that source language.

Other translation theorists give definitions of translation. Bell (1991) states that translation is a process of the replacement source language with the target language concerning semantics and style aspects. "Translation is the expression in another language (or the target language) of what has been expressed in another source language, preserving semantic and stylistic equivalences. This definition means a translator should maintain the message and the source language's style because the equivalences of meaning and style are very important. The translation should give the reader the same effect as a source language.

Nida and Taber (1974: 12-13) stated, "translating consists in reproducing in the receptor language the closest natural equivalent of the source language message, first in terms of meaning and secondly in terms of style." In this definition, the equivalence of meaning and style is natural.

Newmark (1988:5) states, "often, though not by any means always, it is rendering the meaning of a text into another language in the way that the author intended the text." He states, "Translating is a craft consisting in the attempt to replace a written message and/or statement in one language by the same message and/or statement in another language." (1981:7). It is clear that the focus in that statement is on transferring a message.

There is one language feature that requires careful attention called swearing words. Swearing words are closely linked to culture and may cause problems if not translated carefully. These swearing words are especially challenging for translators because they should find similarities and equivalent terms and deal with the controversy of words.

The word '*fuck*' is one of the swearing words in English and the translation of this word into Indonesian has been little conducted. Translators probably get difficulty in terms of delivering this material into Indonesian. Therefore, this research aims to identify sentence forms of swearing words collected from the bestselling book *The Subtle Art of Not Giving a fuck* by Mark Manson and the strategies used to translate the text translated as *Sebuah Seni untuk Bersikap Bodo Amat* by Wicaksono (2019). These data and methods of the present study are intended to give students and English Department lecturers input to attempt to learn and develop a translation study.

This study analyzed the swearing words in *The Subtle Art of Not Giving a fuck* by Mark Manson and their Translation. The writer examined the strategies of translation applied by the translator in translating swearing words, and the classification of swearing words in *The Subtle Art of Not Giving a fuck* by Mark Manson. The writer hopes this study benefits students and lecturers of English Department to deepen translation studies and offer references to conduct further research about swearing words.

LITERATURE REVIEW

Translation Strategies

According to Baker (1992), professional translators use the following technique to deal with different types of non-equivalence at the word level.

Translation by a more general word (super ordinate): this is a common strategy for dealing with various non-equivalences, especially in propositional meaning.

Translation by a more neutral word: this strategy is used to reduce the adverse impression produced by the word in the source language due to its own negative connotations.

Translation by cultural substitution: this strategy replaces a target language item with a culture-specific item or expression that does not have the same proportional meaning but is likely to have a similar effect on the target reader.

Translation using loan word plus explanation: When a loan word is repeated several times in the text, following it with an explanation is very helpful. The loan word can then be used once it has been explained; the reader will understand it and will not be distracted by additional long explanations.

Translation by paraphrasing using a related word: when the source item's idea is lexicalized in the target language but in a different form, and when the frequency with which a particular form is used in the source text is considerably greater than would be natural in the target language, this strategy is used.

Translation by omission: Suppose the meaning expressed by a particular item or expression is not critical enough to justify distracting the reader with lengthy explanations. In that case, translators can often leave the word or expression phrase untranslated.

Translation by an illustration: This is a good choice if the word in the target language has no equivalent and refers to a physical entity that can be illustrated, especially if space is limited and the text must be brief, concise, and to the point.

Swearing words

Rosmah (2002:19) mentions that swearing is "the act of verbally expressing that feeling of aggression that follows anger in words with strong emotional associations." Swearing is a collection of terms used to express 'strong feelings. According to Asher in the Encyclopedia of Language and Linguistics (1994:4512-4513) states, swearing words are "those that evoke damnation, misfortune, or degradation of the targeted person or object. " Swearing expresses a 'speaker's annoyance or frustration toward a person or an object. It is used to express deep emotion. The swearing words are often used, "damn it," "God damn it," "damn you," and "go to hell."

Andersson and Trudgill state that swearing is a bad language that is taboo. "One of the most obvious forms of 'bad' language is, of course, bad language, in other words, swearing." (1990:14). They also described swearing as a form of language use in which the expression. It

refers to something in society that is taboo or stigmatized. It should not be taken literally. Moreover, it may be used to convey intense feelings and attitudes.

Classification of swearing words

McEnery (2006), using the category scheme for the Lancaster Corpus of Abuse (LCA), classified bad language/swearing words into twelve functions, such as predicative negative adjective, emphatic intensifier, cursing expletive, destitutional usage, idiomatic set phrase, general expletive, literal usage denoting taboo referent, pronominal form with undefined referent, personal insults referring to a defined entity, reclaimed usage no negative intent, religious oath used for emphasis, and unclassifiable due to insufficient context.

METHOD

In this research, the writer has applied descriptive qualitative research. In qualitative research, the writer focused on the process, context or meaning, and understanding gained through words or pictures Cresswell (1994). In this study, the writer went through robust research stages, such as collecting, organizing, and analyzing the data and making conclusions. The writer attempted to explain the detail of the research object by using this approach. "Qualitative research has its roots in descriptive analysis, and ultimately in inductive method, reasoning from a particular situation to a general conclusion," (Wiersma, 2000:12). The data included sentences containing swearing words in Mark Manson's "*The Subtle Art of Not Giving a Fuck*" and its translation. These data were analyzed and classified so that the writer could determine the translation strategies used by F. Wicaksono as a translator.

Data Source

In qualitative research, the data are not in numbers but in the condition states of words, sentences, or pictures that have more meaning (Sutopo, 2002). The data source of this research is the original book *The Subtle Art of Not Giving a Fuck* written by Mark Manson and the Indonesian version *Sebuah Seni Untuk Bersikap Bodo Amat*, translated by F. Wicaksono.

Data Collection Method

The data included sentences containing swearing words in the book *The Subtle Art of Not Giving a Fuck* and the translated version in Indonesian. The data are collected by: Reading the original text and its Indonesian version. The writer read the book *The Subtle Art of Not Giving a Fuck*, and compared the text of the English version and its Indonesian Translation. Collecting the data by selecting text in the book which uses swearing words and their Translation—identifying the data of swearing words in the original book and comparing them to the translated version. Classifying the data and finally, the result was put in tables. The writer drew some conclusions and recommendations.

Data Analysis Method

This research has used Miles et al. (2014) theory to analyze the data. Miles et al. (2014) state that qualitative data analysis consists of data reduction, data display, and conclusion. In the data reduction, the writer selected, focused, simplified, abstracted, searched the themes and patterns, and discarded them. In this process, the writer focuses on the text containing swearing

words and translation strategies for swearing words used in *The Subtle Art of Not Giving a Fuck* book.

The data display is done in the form of a brief narrative text summary, graphics, a matrix, and a chart (Miles et al., 2014). In this case, the writer displays the data based on the formulation of the research problem. The research problem formulation is 1) What are the strategies of Translation applied in translating swearing words in *The Subtle Art of Not Giving a fuck* by Mark Manson? 2) How is the classification of swearing words function applied in *The Subtle Art of Not Giving a fuck* by Mark Manson? And 3) What are the difficulties of translating swearing words? This step is done by collecting the data on swearing words in the book, analyzing the translation strategies that the translator Translator used in translating the book, and describing the problem in translating. The writer also displays the data and analysis in a table to make it clear. After showing the data, the writer finally made conclusions.

The last step of qualitative data analysis is concluding (Miles et al., 2014; Ginting, 2022). The conclusion drawn started after the data were collected. In other words, the conclusion is analyzed continuously using Mona Baker's theory about translation strategies, McEnery's (2006) classification of swearing words functions, and Taber's (1974) translation problem written in the data display.

FINDINGS AND DISCUSSIONS

This chapter describes the data analysis results, which are expected to be the answer to the problem in this research. This chapter contains an analysis and findings. This chapter also shows the translation strategies used by the translator to translate *The Subtle Art of Not Giving a Fuck by Mark Manson* and the classification of swearing words that occur in *The Subtle Art of Not Giving a Fuck by Mark Manson*.

The data are identified based on McEnery's theory in categorizing swearing words and Mona Baker's theory in defining strategy in translating swearing expressions. Several online dictionaries are used to look up the meaning of swearing words in the source text. There are *Urban Dictionary*, *Cambridge Dictionary*, and *The Free Dictionary*. The writer also used *The Great Online Indonesian Dictionary* (KBBI) for the target text. The following is the analysis of the data:

Table 1. Translation by using more general words

Code	Source text	Target text	Swearing words classification
2	...buy more, own more, make more, fuck more, be more.	... beli lebih banyak, dapatkan lebih banyak, buat lebih banyak, bercinta lebih banyak, jadi lebih dan lebih.	Literal usage denoting taboo referent
23	You know who bases their entire lives on their emotions? Three-year-old kids and dogs. You know what else three-year-olds	Apakah Anda tahu siapa yang menyandarkan seluruh hidup pada emosinya? Balita,	Literal usage denoting taboo referent

and dogs do? **Shit** on the carpet. Dan anjing. Anda tahu selain balita dan seekor anjing? **Tahi** di karpet.

According to *Cambridge Dictionary*, "fuck" means to have sex with someone, which, by the translator, was translated into "bercinta." The Great Indonesian Dictionary (KBBI) defined "bercinta" as bersenggama; bersetubuh. Thus, the translator used a more general word strategy because the translator translated the swearing words with the same meaning as the target text. The swearing word fuck is classified into literal usage denoting taboo referent because the word has meaning without any figure of speech.

According to *Cambridge Dictionary*, "shit" means *the solid waste released from the bowels of a person or animal*. The translator used Translation by a more general word strategy in translating this word because the translator translated the word "shit" into "tahi," which is the literal meaning of the target text. The swearing word shit in this sentence is classified into Literal usage denoting taboo referent because this expression has meaning without any figure of speech.

The writer finds other swearing words that have been translated using the general word strategy, which is applied on pages 12, 16, 18, 19, 23, 25, 27, 30, 31, and 32.

Table 2. Translation by using neutral words

Code	Source text	Target text	Swearing words classification
11	No fucks given	Tidak masalah kan?	Idiomatic set phrase

This sentence is an idiom with meaning, a phrase used to emphasize that one does not care about something (The Free Dictionary). The translator used Translation by a more neutral word strategy in translating this expression. The translator replaced the swearing phrase with a neutral expression in target text because the source and target text have different stylistic preferences. The swearing term no fucks given is classified into an Idiomatic set phrase because that is multiple words that appear together as one unity and has own meaning.

The writer finds other swearing words that have been translated using the neutral word strategy, which is applied on pages 3, 13, and 17.

Table 3. Translation by using cultural substitution

Code	Source text	Target text	Swearing words classification
10	This is a total mind-fuck	Pernyataan di atas terdengar njlimet di kepala anda .	Idiomatic set phrase

34	Well, you're going to have a difficult time rationalizing all of the bullshit to yourself.	Jangan heran kalau Anda akan kerepotan merasionalisasi semua kekeliruan yang terjadi pada diri anda.	Idiomatic set phrase
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According to the Urban Dictionary, mind-fuck is *an idea or concept that shakes one's previously held beliefs or assumptions about the nature of reality*. The translator used Translation by a cultural substitution strategy in translating this expression, translating "mind-fuck" into "njilimet di Kepala and." The online Great Indonesia Dictionary (KBBI) defined njilimet as *sampai kepada hal hal yang kecil-kecil; mengenai hal-hal yang sekecil-kecilnya*. The translator replaced a target text item for a culture-specific thing or term that does not have the same proportional meaning but has a similar effect on the target reader. The expression mind-fuck is classified as an Idiomatic set phrase because multiple words appear together as one unity.

According to Urban Dictionary, "bullshit" is *a term used to describe lies or untrue stuff; a term used to describe stupid things people do*. The translator used Translation by a cultural substitution strategy in translating this swearing expression. The expression "bullshit" was translated, by the translator, into "kekeliruan," which means *kesalahan; kekhilafan* (KBBI). Thus, the translator replaces a source text with a similar expression in the target text to give a similar effect on the target reader. The swearing expression bullshit in this sentence is classified into a set phrase because it is a compound word with its meaning and will have different meanings if separated.

The writer finds other swearing words that have been translated using the Cultural substitution strategy, which are applied on pages 4, 5, 8, 21, 40, and 42.

Table 4. Translation by paraphrasing

Code	Source text	Target text	Swearing classification	words
33	They'd be flipping burgers somewhere, loading vans from their shitty club gigs, fat and drunk with their ugly wives, and he'd be rocking out in front of stadium crowds live on television.	Mereka akan membalik burger di suatu tempat, naik mobil van dari sebuah panggung di klub murahan , menjadi gemuk dan mabuk-mabukan dengan istri-istri mereka yang buruk rupa, dan dia akan tampil di hadapan kerumunan penonton stadion yang disiarkan di televisi.	Emphatic Intensifier	
38	Because when you give better fucks , you get better problems.	Karena ketika Anda peduli pada hal-hal yang lebih baik , Anda akan mendapat masalah yang lebih baik.	Idiomatic set phrase	
41	I had a role to play in enabling the shitty relationship to continue for as long as it did.	Bahwasanya, saya juga berperan sehingga hubungan yang kacau itu terus berlangsung selama itu.	Emphatic Intensifier	

There is the phrase "shitty club" in this sentence. "Shitty" means *unpleasant, awful (of an experience or situation)* (Oxford Language). The translator used a translation by paraphrasing strategy in translating this expression, translating the term "shitty" into "murahan" to make it more straightforward for the target reader. The translator drew the message by the phrase "shitty club" from the context, which is about the club's situation is awful and unpleasant. The swearing word shitty in this sentence is classified as an emphatic Intensifier because the expression of this swearing is more definitive and forceful.

The idiom "give better fucks" has a similar meaning to "give a fuck" which means *to care or be concerned about someone or something* (The Free Dictionary). The author uses the word "better" to explain what he means for us to care more. The translator used translation by

paraphrasing strategy by translating the phrase "give better fucks" into the clear explanation "peduli pada hal-hal yang lebih baik" in the target text. The swearing expression gives better fucks and is classified into an idiomatic set phrase because it is a set phrase that appears together as one unity and has its meaning.

The translator used translation by paraphrasing strategy in translating (Code 41). The phrase "shitty relationship" was translated into "hubungan yang kacau" to show Manson's incompatible relationship with his ex-girlfriend. The swearing expression shitty relationship is classified as an emphatic intensifier because there is an adverb that defines the situation.

The writer finds other swearing words that have been translated using the paraphrase strategy, which is applied on pages 1,7, 24, 26, 29, 35, 36, 37, 39, 45, and 46.

Table 5. Translation by omission

Code	Source text	Target text	Swearing words classification
28	I was a rebellious, lying little shithead	Saya pemberontak, tukang bohong	Predicative Adjective
43	You could call it "hitting bottom" or "having an existential crisis." I prefer to call it "weathering the shit storm." Choose what suits you.	Anda boleh menyebut ini "pengalaman ambang batas" atau "mengalami sebuah krisis eksistensial". Namun saya lebih suka menyebutnya "menembus badai". Pilih saja yang cocok untuk Anda.	General expletive

In (Code 28), the translator used the translation by Omission strategy in translating the swearing word by leaving the word "shithead" in question untranslated because the word "tukang bohong" is clear enough to describe the character. The swearing word shithead in this sentence is classified into Predicative Negative Adjective because a noun occurs after the swearing expression.

The idiom "weathering the shit storm" is a definite version of "weathering the storm," which means surviving a *period of difficulty* (The Free Dictionary). The author put the swearing word "shit" to make the idiom more dramatic. Then, the translator used the translation by omission strategy in translating this expression by just translating an idiom with the literal meaning and leaving the word "shit" untranslated. The swearing expression shit in this idiom is classified as a general expletive because it is just an expression that can be used to express anger.

The writer finds other swearing words that have been translated by using the omission strategy, which is applied on pages 6, 9, 14, 15, 20, 22, and 44.

After analyzing the data, the writer found five strategies for translating swearing words in *The Subtle Art of Not Giving a Fuck* self-improvement book. There are translations by a more general word, translations by a more neutral word, translations by cultural substitution, translations by paraphrase, and translations by omission.

The strategies can be seen in the table below.

Table 6. Translation strategies

No	Translation strategies	Numbers of data
1.	Translation by a more general word	11
2.	Translation by a more neutral word	4
3.	Translation by cultural substitution	8
4.	Translation by paraphrase	14
5.	Translation by omission	9
TOTAL		46

The table above shows that translation Translation by paraphrase is mainly found in translation strategies of swearing expressions with 14 data collected. The writer found eight categories of swearing expression in *The Subtle Art of Not Giving a Fuck* self-improvement book: predicative negative adjective, emphatic intensifier, cursing expletive, destinalional usage, idiomatic set phrase, general expletive, lusage denoting taboo referent, and pronomial form.

Table 7. Types of swearing words

No	Types of Swearing Words	Numbers of data
1.	Predicative Negative Adjective	3
2.	Cursing Expletive	3
3.	General Expletive	5
4.	Literal usage	3
5.	Emphatic Intensifier	12
6.	Idiomatic set phrase	14
7.	Pronomial form	3
8.	Destinational usage	3
TOTAL		46

Discussions

This part is aimed to describe the result of the data analysis. The analysis is divided into two sections: analysis of translation strategies used and type of swearing words in *The Subtle Art of Not Giving a Fuck*. From the analysis result, five strategies are used in translating swearing words: translation by a more general word, translation by a more neutral word, translation by paraphrase, translation by cultural substitution, and translation by omission.

Based on the findings, the translator did not use Translation using load words and Translation by illustration strategies in translating swearing words from the source text. The translator mainly used translation by paraphrasing strategies into the target text because the translator could not find any swearing form that matched the target text. Translation by more general words is positioned in second place. The translator used this strategy because that is English swearing words with similar meanings in Indonesian, so the translator translated in general to make it more understandable. Another strategy often used in this analysis is

Translation by omission. The reason is that the translator does not find the equivalence of English swearing words in Indonesian. Besides, there are still some English words that are rude and vulgar to be uttered in Indonesian, so the translator decided to delete the swearing words.

There are only eight types of swearing expression found in this research, such as a predicative negative adjective, cursing expletive, general expletive, literal usage denoting taboo referent, emphatic Intensifier, idiomatic set phrase, pronomial form, and destinational usage. After analyzing all the data, the swearing words from the source text could be easily understood in the target text using translation by paraphrasing. The translator can maintain the message and deliver them into the target text without using swearing expressions. Thus, the Translation is acceptable to the target readers.

CONCLUSION

After analyzing this thesis, the writer comes to this part which consists of a conclusion and suggestion. The writer drew the decision based on the research problem and the analysis result. The suggestion is given to the next writer and everyone interested in this study.

In this research, the writer found five translation strategies used to translate swearing expressions in the target text: general words, neutral words, cultural substitution, paraphrasing, loan words, and illustration in translating swearing terms of the source text. In addition, the writer also found swearing expressions, predicative negative adjectives, cursing expletives, general expletives, literal usage denoting taboo referents, emphatic intensifiers, idiomatic set phrases, pronomial forms, and destinational use.

In doing a translation, a translator should be able to produce a Translation that can be understood easily by the target readers, especially doing the translation of English swearing expressions into Indonesia. The translator should pay more attention to the closest equivalence of swearing words because each country has its own culture. As a suggestion, the translator should try various kinds of text. It may allow them to recognize how strategies are used in translating swearing expressions.

This research only focuses on translating swearing expressions from English into Indonesian. It is suggested that the next writer s can conduct a variety of research on the translation of swearing words, such as the translation of swearing expressions in Indonesian into English, or using another media, such as a movie with swearing terms in its script, etc. Finally, the writer expected that this thesis would be helpful to the readers and the next researchers in doing their research.

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