A Translation Analysis Of Taboo Word In The Spongebob Movie

"Sponge Out Of Water"

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Article Info	ABSTRACT
	The objective of this research is to describe the types, meanings and strategies of the words taboo in the SpongeBob Movie: Sponge Out of Water and the objects in this research are English dialogue and Indonesian subtitles. This research employs descriptive qualitative research. The object of this research is The SpongeBob Movie: Sponge Out of Water. The data of this research are all utterances spoken by nine of characters "SpongeBob, Patrick, Plankton, Mr. Krab, Seagull, Karen, Burger Beard, Sandy and Squidward". The Spongebob Movie: Sponge Out of Water contains taboo word. The data are classified from taboo words according to Battistella theory. The meaning by using Abdul Chaer theory. Then, the strategies of translation by using Mona Baker theory. The findings of research shows that there are four types of taboo words, consisting of; 1 data of obscenity, 8 data of epithets, 2 data of vulgarity, 3 data of profanity and also the writer found that epithets data is more dominantly used by nine characters. Furthermore, there are two taboo meanings found, contextual 8 data, connotative 6 and contextual data which is more dominantly used in the movie. Finally, there are three strategies of translation found; translation by more general words 9 data, translation by cultural substitution 3 data, translation by neutral words 2 data and translation by more general words which is more dominantly used in the SpongeBob Movie: Sponge Out of Water.

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https://doi.org/10.30631/ellture.v3i2.55

1. Introduction

Translation is a process of transferring information from source language (SL) to target language (TL). According to Newmark. "Translation is a craft consisting in the attempt to replace a written massage and/or statement in one language by the same massage and/or statement in another language".[1] It means a good translation needs a good translator as well. Not only transfer the idea, massage and information from the source language to other target language. Especially of English to Indonesian translation since both languages have different system and structure, consequently, a growing need to find appropriate screen translation approaches.

When translating a text, the translator has some rules. The translator must be able to deliver the message from the source language to the target language, so the readers will be able to get the original message from the source language. Language consists of many aspects of human life that also impacts for human life as well. Language is seen as central way in which we construct our lives. Language is also used to show our expressions, ideas, opinions and feelings. The phenomenon of language has brought up in many ways especially expressing the language itself.[2]

Here are bad and good languages used by people to express their feelings, ideas, and emotions. In other expert by Chaika, people use language to reveal or conceal their personal identity, character, and background without realizing that they are actually doing so. [3]Therefore, every person has their own way to choose the language variation which can confirm one"s identity. Some people may prefer to use language that has a strong connotation to express certain feeling, for example sad or angry. To achieve this, sometimes uses certain kind of words that are consider as bad or inappropriate to use such as taboo language.

Taboo terms or taboo words were firstly introduced by Captain Cook in the 18th century when Cook was sent to Tahiti. According to Allan and Burridge, taboo as Tabu is tongan term that denotes a person, object or act which is dangerous and therefore it must be avoided.[4] The example of this case is the act incest which is known as taboo, and so is the word motherfucker that denotes incest activity. However, there are other words that are considered taboo while the action they denote is not considered taboo. When people talk about sex, it is often considered taboo while the act itself is not forbidden if it is done by the appropriate person in suitable place and time. Therefore, words that are related or linked to taboo act will automatically become taboo words.

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[1] Peter Newmark, *A Textbook of Translation*, (London: Prentice Hall International,1981) p. 7.

[2] Hyland, Ken. *Genre and second language writing*. (Ann Arbor: University of Michigan Press,2004)p. 1

[3] Chaika, E. *Language the social mirror*. (Massachusets: Newbury House Publishers, Inc, 1987)p.7

[4] Allan, K and Burridge, K. *Forbidden words: taboo Words and the Censoring of language.* (Newyork:Csmbridge University Press, 2006)p. 2-3

2. Review of Literature

a. Definition of Translation

Translation can be simply defined as the text consists of transferring the meaning of the source language to the target language. According to Catford, translation is the replacement of textual material in one language by equivalent textual material in another language. [5] Newmark add that translation is rendering the meaning of a text into another language in the way that the author intended the text.[6] A clear indication that equivalent in the process of translation is also emphasized by Nida and Taber who argue that translating consists of reproducing in the receptor language to the closest natural equivalent of the source massage, first in term of meaning and second in term of style. Thus a translation is considered to be an accurate translation it the meaning has equivalence in the target language.[7] Mona Baker underlines the term meaning equivalence because it is the meaning which is transferred in the target language. In this case, translators are faced with text as unit of meaning in the form of sets of words or sentences. This means that language which is used is unit of meaning in discourse which can be understood by the participants of the communication.

b. Translation Strategies

Translation strategies refer to how the translator translates a text properly. Since there is no specific translation strategy in translating taboo words, the writer decided to use Baker‟s theory that proposes eight strategies. These strategies have been used by professional translator to deal with the problematic issues of translation.[8] Those strategies are explain below:

1. Translation by a more general word (superordinate)

Translation by a more general word (superordinate) is one of the commonest strategies dealing with many types of nonequivalence, particularly in the area of propositional meaning. In this strategy, the translator changes the word of source language by finding its more general word in the target language.

Example: Source text (Source : Kolestral Super, English) Shampoo the hair with a mild WELLA-SHAMPOO and lightly towel dry. To Target text 1 (Spanish) Lavar el cabello con un champu suave de WELLA y frotar ligeramente con una toalla. Wash hair with a mild WELLA shampoo and rub lightly with a towel.

2. Translation by a more neutral/ less expressive word

The aim of this strategy of translation is to avoid conveying the wrong expressive meaning of source language into target language. Some words in one language have no equivalent in other languages, especially those, which have expressive meaning. In this strategy, the translator tries to replace some expressive words into other words, which have less expressive meaning or more

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[5] J. C. Catford, *A Linguistic theory of Translation*, (London: Oxford University Press, 1965) p. 20

[6] Peter Newmark, *A textbook of Translation*, (London: Prentice Hall International,1998) p. 5

[7] E. A. Nida and C. R. Taber, *The Theory and Practice of Translation*, (Leiden: E,J. Brill, 1969) p. 16

[8] Baker, M. *In other words*: *A course book on Translation*,(London and New York: Routledge, 1992). P 26-42

formal words, although sometimes this strategy can make the expressive meaning of the word lost in translation.

Example: Source text (Source : China‟s Panda Reserves,) Many of the species growing wild here are familiar to us as plants cultivated in European gardens – species like this exotic lily. To Target text (back translated from Chinese) We are very familiar with many varieties of the wild life here, they are the kind grown in European gardens – varieties like this strange unique lily flower.

3. Translation by cultural substitution

This strategy involves replacing a culture specific-item or expression with a target language item, which does not have the same propositional meaning but is likely to have similar impact on the target reader. The main advantage of using this strategy is that it gives the reader a concept with something can identify, something familiar and appealing.

Example: Source text (Source: The Patrick Collection – a leaflet produced by a privately owned museum of classic cars) The Patrick Collection has restaurant facilities to suit every taste from the discerning gourmet, to the Cream Tea expert. To Target text (Italian)....di soddisfare tutti I gusti: da quelli del gastronomo esigente a quelli dell‟esperto di pasticceria...to satisfy all taste: from those of the demanding gastronomist to those of the expert in pastry.

4. Translation using a loan word or loan word plus explanation

The loan word with explanation is very useful when the word in question is repeated several times in the next. Once explained, the loan word can be used on its own, the reader can understand it and is not distracted by further lengthily explanation.

Example: Source text (Source : A study of Shamanic Practices in Japan) The shamanic practices we have investigated are highly seen as an archaic mysticism. To Target text (back translation from Japanese) The shamanic behavior, which we have been researching should rightly be considered as ancient mysticism.

5. Translation by paraphrase using a related word

This strategy is used when the source language word is lexicalized in the target language but in different form in order to make the translation in target language more natural like the source language.

Example: Source text (Source : The Patrick Collection) As well as our enviable location, other facilities include an excellent Conference and Arts Centre, gourmet restaurant, and beautiful terraced gardens. To Target text (French) Outre une situation enviable, le Musee prevoit egalement un Centre de Conference et des Arts, un restaurant gourmand et de magnifiques jardins implantes en terrase.

6. Translation by paraphrase using unrelated words

Baker states that "when the source item is not lexicalized at all in the target language, the translators can used his own target language styles or paraphrase the source language in order to make the meaning of the target language more clear. Example: Source text (Source: Palace and Politics in Prewar Japan – Titus, 1974) If the personality and policy preferences of the Japanese emperor were not very relevant to prewar politics, social forces certainly were. There are two reasons for giving them only the most tangential treatment here. To Target text (back translated from Japanese)....There are two reasons for us not having treated

this social power in this book except in every slight degree which is like touching slightly.

7. Translation by omission

This strategy allows the translator to omit the translation if the war in the target language does not necessary or significant meaning.

Example: Source text (Source : China"s Panda Reserves) The panda"s mountain home is rich in plant life and gave us many of the trees, shrubs and herbs most prized in European gardens. To Target text (back translated from Chinese) The mountain settlements of the panda have rich varieties of plants. There are many kinds of trees, shrubs and herbal plants that are preciously regarded by European gardens.

8. Translation by illustration

This a useful option of the word which lacks an equivalent in the target language refers to a physical entity which can be illustrated. Particularly if there are restrictions on space and if the text has to remain short, concise and the point.

Example: used tagged teabags as the example.

c. Definition of Taboo Word

According to Wardhaugh, taboo words are prohibited or avoided in any society because they are considered as behavior that is believed to be harmful to its members since they result anxiety, embarrassment, or shame.[9] It means any society has a strict rule about words because taboo words are against the norms, moral and religion. Allan and Burridge mention that taboo is a proscription of behavior for a specifiable community of people, for a specific context, at a given place and time.[10] It means that taboo words cannot be used in any time and place. It needs more attention to use taboo words. Taboo words also unique because in one culture "something" can be defined as taboo but in another culture it is not taboo. According to jay stated that someone who says "asshole, bastard, bitch, cunt, motherfucker and so on"[11] portrays their deep emotional investment in a personal identity used to experience the world to differentiate themselves from others and to express their feelings and attitudes about others. The writer concluded that every society has its own particular taboo act and words. Taboo acts are related to any activities that should be avoided that, while taboo words are related to any words that should not be uttered.

d. Types of Taboo Words

Batistella suggests four types of taboo words, i.e. epithets, profanity, vulgarity, and obscenity.[12] It can be seen in the explanations below:

1. Epithets

Epithet is characterized by the existence of several types of slurs, such as *"bitch"* and *"fag"*. Other references that are included as epithet are connected to race, ethnicity, gender, sexuality, one's appearance, and disabilities such as

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[9] Wardhaugh, R. *An Introduction to Sociolinguistics: Fifth Edition*. (England: Blackwell Publishing, 2006). P. 239

[10] Allan, K. and Burridge, K. Forbidden words: *Taboo and the Censoring Languages*, (New York: Cambridge University Press, 2006). P. 27

[11] Jay, T. *Why We Cruse: A Neuro-Psycho-Social Theory*, (Philadelphia: John Benjamin Publishing Company, 200). P. 27

[12] Edwin L. Battistella, *Bad Language : are some word better than others*, (New york:Oxford university press 2005),p. 84

"nigger" and *"motherfucker"*. Epithet as a short but strong blast of passionate language which is triggered by frustration or anger such as *"son of a bitch"*.

2. Profanity

According to Batistella, profanity can be categorized as religious cursing because it usually includes the foul-mouthed use of what is considered to be sacred. Profanity as the expression involving the use of religious terms in a profane, secular or uncaring manner. The aim of the speaker is not to vilify God or anything connected with religion but it may be used to express emotional response to certain motives. The words that belong to this type are *"Jesus Christ", "hell", "damn", "goddamn"*. Example in phrase: *Jesus H Christ, I'm hungry! For the love of Christ, get off the phone! Does the Pope shit in the woods?*

3. Vulgarity

Vulgarity and obscenity have the same reference especially to words or expressions that contain sexual anatomy and excretory function in a rough manner. The difference between vulgarity and obscenity is usually related to the level of prurience. In other words, vulgarity demonstrates the raw expression of street language moreover, that vulgarity is used to humiliate or bring down the thing or individual referred to or described. The word that belong to this type such as *"ass", "dick", and "cunt"*. Example in phrase: *kiss my ass, up yours.*

4. Obscenity

Obscenity refer to expressions that are prohibited from public use since they involve repulsion to the sense, abhorrent, impolite and detestable to morality, according to Batistella obsenity is defined as words or expression which involves sex differentiating anatomy or sexual and excretory function that usually uttered in rough manner. The words that belong to this type are *"fuck" and "shit"*. Example in phrase: *That means I don't fuck with you.*

e. Meaning

1. Lexical Meaning

Lexical Meaning is the smallest unit of meaning in the language meaning structure which could be differentiated from other similar units. Lexical meaning refers to the real meaning. Meaning is proper with our sense of observation, or granted meaning.[13] A language has been known to have a quantity of lexical system by which the semantic with the structure could be based on paradigmatic and systematic meaning. The writer said that lexical meaning could be defined as a meaning that has a characteristic of lexicon, lexeme and word. It also has a definition as its guide, which is the product of observing people in their perception, or the truth of their lives.

A lexeme is an abstract unit. It can occur in many different forms, even when inflected, of actual spoken or written sentences and considered the same lexeme. Thus, many people who say that the lexical sense is the meaning even without any context in the dictionary or that of the lexeme meaning, but in this case in the dictionary not only give the lexical meaning but there is also the metaphor meaning there. The example of the lexical meaning of the term 'horses' usually has a quadruped ridden lexical meaning. Therefore, the lexical meaning often called the exact meaning or meanings which correspond to the observation

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[13] Abdul Chaer, *Linguistic Umum*, (Jakrata: PT. Rineka Cipta, 2007). p. 289

of the senses of the individual. Usually it contains only lexical meaning processed by the described word in the dictionary.

2. Contextual Meaning

According to Abdul Chaer contextual meaning is the meaning of a lexeme or word inside a context. [14]A contextual meaning is also a concept that uses the term by embedding it into a broader phrase that includes its description. It can be concluded that contextual significance could be considered a meaning of a situation. It arises as a result of the speech context relation. It took the form of a lot of things.

Here there are several backgrounds, there are: first context organs, including those linked to gender, the role of the speaker, the age of the speaker or listener, the socio-economic background or the listener. The second context of the situation is safe or noisy situations, such as the situation. The third purposes of the context, such as ask or expecting something. The fourth is the context of whether a conversation is formal or not. The fifth is the context of the speaker or the mood of the audience, as anxious, excited, upset or angry. The sixth is the context of time, like day or night. Seventh is context of place, such as in school, at home, in the field, and many more. Eighth, the context of an object, means what the conversation focuses on. The ninth is context-fitting, the speaker or the listener speak or hear. Tenth is a linguistic context that fulfills both sides language rules. Eleventh is the language context, which means language usage.

Contextual meaning is the meaning within context of lexeme or word. The contextual meaning, however, could be considered to the situation where the time, the environment for language use, is used.

3. Grammatical meaning

Grammatical meaning could also be known as a formal or functional meaning, or an internal meaning. The grammatical meaning is different from the lexical meaning. Grammatical meaning present if there was a process of grammatical in it as affixation, reduplication, a composition. Grammatical meaning is the meaning that rises in a sentence as a result of word functioning. It means that each language has a different grammatical system and grammatical system. Grammatical significance is the meaning of the enclosed sentence. It means that each language's grammatical meaning is limited, and cannot be changed or replaced in a long time. One could perceive the grammatical meaning of a language. It is set according to the community of users of the language.

4. Conceptual and Associative Meaning

What does it mean by conceptual meaning is the meaning that is owned by a lexeme regardless of context or association. The word "horse" has a conceptual meaning of "a kind of four-legged animals that can be rode by human". So the actual conceptual meaning is the same as the meaning of lexical, denotative, and referential. Conceptual meaning (sometime called "denotative" or "connotative" meaning) is widely assumed to be the central factor in linguistic communication, and the writer think it can be shown to be integral to the essential functioning of language in a way that other types of meaning are not (which is not to say that

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[14] Abdul Chaer, *Linguistic Umum*, p. 290

conceptual meaning is the most important element of every act of linguistic communication).[15]

Associative meaning is what a lexeme or a word possesses in relation to their relationship that word to something beyond language. Associated meaning is the same as a person's symbol used to express another concept, which has some similarities with the nature, circumstance, or features that exist on the word's origin concept. Associative meaning contains so many imponderable factors that only approximate statistical techniques can be used to systematically study it.

5. Denotative meaning and Connotation meaning

Denotative meaning has similarities with the lexical and conceptual meaning. Denotative meaning is the original meaning or the true meaning of a lexeme. A denotation identifies the central aspect of a word meaning based on something outside the language or based on certain conventions. Thus, the denotation is a reasonable meaning, the original, which first appeared, the first known, which means it is appropriate and in keeping with the meaning of reality.

Connotation meaning is different with the denotation meaning. The real meaning is the sense of the denotation or original meaning. The meaning of connotation is other meanings associated with the value of a sense of the people or groups using the word. Connotative refers to the personal aspect of language, the emotional connection evoked by the word. Connotation, as well as certain purposes, is stimulating and evocative sense, feelings, attitudes, judgments and beliefs. It can be collective and human. Connotation had the right to live, and the user language needed to talk about, discuss, and control it. However, the use of language usage and connotation has limits that have not been formalized in report language, the language of scientific papers and magazines.

According to Kreidler connotation refers to the personal aspect of meaning. The word aroused that the emotional association. Connotations of individuals have common experience; some people have shared word connotation.[16] It can be concluded that connotation can also appear in a word between the meanings of synonyms and connotations. Thus, the connotations and there appear to be done on a descriptive and historical significance. The usage in report language, the language of science, language magazines, textbook discuss. Thus, the use of connotations must be done carefully because the used of connotations can lead to the power of rhetoric and leads to certain drawbacks.

3. Methods
a. Design of Research

The writer used qualitative research and descriptive method in writing this research which fits for this research purpose. According to Denzin and Lincoln define: Qualitative research is multi method in focus, involving an interpretive, naturalistic approach to its subject matter. This means that qualitative researchers study thing in their natural settings, attempting to make sense of or interpret

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[15] Geoffrey Leech. *Semantics.* (Britain: Penguin Books, 1981). p. 22

[16] Kreidler, *Introducing English Semantics*, (London and Ney York: Routledge publishing, 1998). p. 45

phenomena in terms of the meanings people bring to them.[17] Qualitative research may be in descriptive form. The data are collected in the form of words as a descriptive explanation than a number.

b. Source of Data

The source of data is The SpongeBob Movie: Sponge Out of water. The objects in this research are English dialogue and Indonesian subtitles. The writer examined about words or utterances that were considered taboo in this movie subtitles. In doing this research the writer used the dialogue and utterance of nine characters: SpongeBob, Patrick, Plankton, Mr. Krab, Seagull, Karen, Burger Beard, Sandy and Squidward. as the main data and the data are taken from the word that can be found from it. The writer took the script or subtitles from the movie.

c. Technique of Data Collection

In an effort to get the data and fact, in this research the writer used qualitative research, the techniques in qualitative research. The writer used documentation.

d. Technique of Data Analysis

After collecting the data, the writer analyzed the data. In qualitative research, technique analysis data is used to answer the formulation of the problem in analysis data, the writer used a technique of data analysis.

4. Result and Discussion

In this section, the writer explains and analyzes types of taboo word, meaning and strategies of translation taboo word. The results of the research are presented in detail on the findings and discussion section. The results answer the objectives the research that are to identify and to describe the types of taboo words by using Battistella theory, translation strategies by using Baker theory and meaning by using Abdul Chaer theory of taboo words in the SpongeBob Movie "Sponge Out of Water". In the findings, the frequencies of the types, strategies and meaning of taboo words are each problem is presented in the discussion section.

a. Finding

The writer has found several data as follows:

1. Types of taboo word

There were 14 data that writer got from SpongeBob movie "Sponge Out of Water". From 4 types of taboo words according to Battistella theory, the writer gets 8 data there were: *numbskull, you monster, nuts, madman, idiot, dim bulbs or nut jobs* refer to Epithets, 3 data such as *gee, dimwit, cruse you* refer to Profanity, 2 data there were: *jerk and diabolical* refer to Vulgarity, and 1 data *scrub my armpits with you* refer to obscenity.

2. Meaning

There were 14 data that writer got in The SpongeBob Movie "Sponge Out of Water". The writer used dictionary or semantic meaning and contextual meaning including connotative and denotative to see the meaning of word in data. From 5 meaning explain by Abdul Chaer the writer focused on contextual and connotative meaning, data found were 6 such as *gee, finland, dimb bulbs or nut jobs, numbskull, jerk and nuts* about connotative, 8 data such as *idiot, cruse you, diabolical, you monster, dimwit, madman, scrub my armpits with you* of contextual.

3. Strategies of Translation taboo word

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[17] Denzim and Lincoln in John W. Creswell, *Qualitative Inquiry and Research Design*, (United Stated of America: California, 1997). P. 15

There were 14 of the data that writer got from SpongeBob movie "Sponge Out of Water". From 8 strategies of translation according to Baker theory, the writer gets 3 data; there were: mad, gee, dimb bulbs refer to translation by cultural substitution, 9 data such as idiot, cruse you, diabolical, numbskull, you monster, dimwit, madman , scrub my armpits with you, finland including of translation by more general words, 2 data such as jerk and nuts refer to translation by neutral words.

b. Analysis

1. Types of Taboo word

There are four types of taboo words found in The Spongebob Movie "Sponge Out of Water". They are vulgarity, Profanity, Epithets and obscenity. Each of them is explained one by one followed by some example.

a. Epithets

Epithet includes a variety of matters related to race, ethnicity, gender, sexuality, one's appearance, and disabilities such as bitch, nigger, motherfucker and son of a bitch. The utterance of dialogue in Spongebob Movie "sponge out of water", the epithet are numbskull, you monster, nuts, madman, idiot, finland , mad in keeping with the words characterize the use of the term gender, one"s appearance and ethnicity. From the explanation about there are eight data about epithets used in The Spongebob Movie "Songe out of Water". The words in Get Up appears one times in every sentence. It can be seen below:

Datum 1:
"Patrick: Finland."
- Patrick: Sial
"SpongeBob and Patrick: huu …"
- SpongeBob and Patrick: Huft

The utterance above tell the context of situation when Patrick and Spongebob fight against Plankton who wants to take the recipe from the hands of Mr. Krabs. [18]Patrick and SpongeBob fell after being attacked by Plankton on the battlefield. Data one shows that finland which is taboo word that refers to category slurs in ethnicity of epithets based on social deviation. Epithets are verbal attack on other people. But, in this case, the speaker said taboo word for himself. The word finland used by whites and targeting African Americans classified to racism based on skin color this is an embarrassing and annoying reality.

Another example is shown as follows.

Datum 2:
"Seagull: Let go, you numbskull!"
- Burung Camar: Lepaskan, Bodoh!
"Other seagull: you better keep reading Mr. Pirate, or else."
- Burung Camar yang lain: Sebaiknya kau terus membaca tuan Bajak laut.

The utterance above tell the context of situation when a Seagull tries to grab a book from a Burger Beard Pirate hand because it does not accept the end of a story written by a Burger Beard Pirate in his book.[19] The word numbskull is belong to taboo word type of epithets because epithets category is almost similar to cursing because it is said with angry tones and the word numbskull belong to

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[18] The SpongeBob Movie: Sponge Out of Water. Duration : 08.51

[19] The SpongeBob Movie: Sponge Out of Water. Duration : 22. 28- 22. 29

stupid people classified on mental or someone's appearance it is become taboo when it said to disparaging or abusive other peoples. Epithet is used to ask something with power and powerful expression. Epithet words are usually used as implication.

Datum 3
" Spongebob and Plankton: open the door
-Spongebob dan Plankton: buka pintunya
"Karen: I told you, I don"t have the formula, you monster!"
-Karen: sudah kubilang aku tak punya formulanya, dasar kau Monster!

The utterance above tell the context of situation when Karen is captured by Mobs and Plankton come to save, Karen does not suspect if that comes is Plankton. [20]The word you monster is include category of epithets, Epithets are brief but forceful bursts of emotional language. They are powerful in presentation (loudness or duration) and in offensiveness than other types of cursing. Epithets category is almost similar to cursing because it is said with angry tones. The word you monster became taboo because monster is cruel and frightening creatures that also have a bad character which should not be equated with humans.

b. Profanity

Profanity occurs when someone is using religious terminology in a profane such as Jesus Christ, hell, damn, and Goddamn. Although the terminology is used with those manners, but the intention of the speaker is not actually to denigrate God or anything associated with religion. The intention of the speaker is actually to express an emotional reaction to certain stimuli. In this movie profanity words used are religious terminology, cruse, damn.

From the explanation about there are two data about profanity used in The SpongeBob movie "Sponge Out of Water". The word Gee, moronic, dimwit, cruse you appears one times in every sentence. It can be seen below:

Datum 1
"SpongeBob: Gee, Plankton, I wonder where she is."
-SpongeBob: Astaga, Plankton, aku tak tahu dimana dia.
"Sandy: What is all this stutf ?"
-Sandy: Apa-apaan ini?

The utterance above tell the context of situation is happened on the dialogue. It happens when SpongeBob enter the Sandy house and he is surprised to see inside the contents of her house.[21] The data eight above shows that gee as taboo word that refers to profanity, Taboos on the names of gods seek to avoid metaphysical malevolence by counteracting possible blasphemies (even, perhaps, profanities) that arouse their terrible wrath. The word gee comes from the word Jesus, this word became taboo because said in anger situation, by load sound and inappropriate place.

Datum 2
"Mr. Krab: Curse you, fine print!"
-Tuan Krab: Terkutuklah kau, aturan!
"All: refund refund refund"

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[20] The SpongeBob Movie: Sponge Out of Water. Duration : 38. 50
[21] The SpongeBob Movie: Sponge Out of Water. Duration. 27. 37

-Semua warga: Kembalikan uang kami

The utterance above tell the context of situation is when Mr. Krabs curses the rules made for employees who cannot do anything in terms of secret formula krabby patty when stock krabby patty runs out and SpongeBob cannot make krabby patty without formula.[22] Curse you is the taboo word that refers to cursing. The intent of cursing is to invoke harm on another person through the use of certain words or phrases. These words are imbued with power granted to them mainly through religious or social demarcation. In other words, certain institution like religion, have made a point to note that there exists in a language set of special words.

Datum 3
"SpongeBob: do you have flying boat mobiles in the future?"
-SpongeBob: Apakah kalian punya mobil perahu terbang dimasa depan?
"Plankton: We only came back from the day after tomorrow, dimwit."
-Plankton: Kami hanya berasal dari dua hari kedepan, Bodoh.

The utterance on the dialogue above tell the context of situation when Plankton talks with SpongeBob about something that will happen in the future.[23] *Dimwit* including categories of taboo words which is category of profanity. because taboos on the names of gods seek to avoid metaphysical malevolence by counteracting possible blasphemies (even, perhaps, profanities) that arouse their terrible wrath. *"dimwit"* same as crazy people which unconsecrated or defiled this word is inappropriate to say to others because it will hurt their hearts and souls.

c. Obscenity

Obscenity is described as a term which characterized sex differentiating anatomy or sexual and excretory function in a crude way such as fuck and shit. Obscenity and vulgarity have the same reference but both are different. The distinction between vulgarity and obscenity is related to the level of prurience. Obscenity is believed to be prohibited from public use since they involve repulsion to the sense, abhorrent, impolite and detestable to morality.[24]

There are one word used obscenity in the SpongeBob Movie "Sponge out of water" it can see below:

Datum 1
"Burger Beard Pirate: I'm going to scrub my armpits with you."
-Bajak Laut: Akan kugosok ketiakku denganmu
"Spongebob: I don't get it"
-Spongebob: Aku tak mengerti.

The utterance on the dialogue above tell the context of situation when the Burger Beard Pirates get angry with SpongeBob and friends because the magic book burns.[25] The data above shows *that scrub my armpits with you* as a taboo phrase that refers to obscenity. It is means involve repulsion to the sense, abhorrent, impolite and detestable to morality when is said in rough manner . In western culture *"scrub my armpits with you"* not taboo when said to inanimate objects but in this context this word said to other people which caused offended.

d. Vulgarity

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[22] The SpongeBob Movie: Sponge Out of Water. Duration . 17. 27
[23] The SpongeBob Movie: Sponge Out of Water. Duration . 46. 51
[24] Edwin L. Battistella, *Bad Language : are some word better than others?*
[25] The SpongeBob Movie: Sponge Out of Water. Duration. 01.12.56

Vulgarity is different from the other two types above because it refers to words or expressions that contain sexual anatomy and excretory function in a rough manner such as ass, dick, and pussy. Vulgarity is believed to demonstrate the raw expression of street language. Therefore the use of vulgar language is usually to humiliate or bring down the thing or individual referred to.[26]

The word jerk and diabolical appears one times in every dialogue. It can be seen below:

Datum 1

"Mr. Krab: Soap in the eye, eh? *Diabolical*!"

-Tuan Krab: sabun di mata? *Setan*!

"Plankton: no ! stop ! don't

-Plankton: tidak! Berenti.

The utterance from dialogue above tell the context of situation when the SpongeBob comes when the Mr. Krabs wants to judge the Plankton accused of taking the krabby patty formula, SpongeBob tries to attract attention to save innocent Plankton.[27] *Diabolical* belongs to vulgarity category because diabolical same as fiendish when this word said by load sound to other people is prohibited, human and evil are difference if someone called by evil aroused anger. Vulgarity means the language of the common person, "the person in the street", or the unsophisticated, unsocial zed, or under-educated. It does not serve any particular need or function beyond the normal communication demands of the common human. Vulgarisme are not necessarily obscene or taboo. They just reflect the crudeness of street language.

Datum 2

"Seagull: I need that to fly, you *jerk*!"

-Burung Camar: Aku butuh itu untuk terbang, *Bodoh*!

"Mr pirates: the end"

The utterance above tell the context of situation happened in data six, when Seagulls do not accept the end of the story the Burger Beard Pirate tells and asks for an explanation of the end of the story, then the Burger Beard Pirate tells him to go back to fool the Seagull by plucking his flying feathers for use to write the ending of the story in the book. [28] the word *"jerk"* same as *"ass"* including to sexual anatomy in this situation about expression rage to other people. *Jerk* belongs to vulgarity category where vulgarity means the language of the common person, "the person in the street", or the unsophisticated, unsocial zed, or under-educated. It does not serve any particular need or function beyond the normal communication demands of the common human. Vulgarisme are not necessarily obscene or taboo. They just reflect the crudeness of street language.

2. Meaning

In the selected utterance of dialogue in the SpongeBob Movie "Sponge Out of the Water" the writer considers the taboo words based on the kinds of taboo itself and the word that explained by writer before as important thing to be analyzed what the meaning inside the word by looking for the contextual and connotative meaning.

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[26] Edwin L. Battistella, *Bad Language : are some word better than others?*

[27] The SpongeBob Movie: Sponge Out of Water. Duration . 19. 35

[28] The SpongeBob Movie: Sponge Out of Water. 22.13

In other words, the writer analyzed the word in taboo that was analyzed before by looking for contextual meaning and connotative meaning to determine word meaning in a given context based on taboo meaning that found from the data before. The writer explained the 3 data for contextual meaning and 3 data for connotation meaning as follow: Another example is shown as follows.

Datum 1

"Plankton: You got any other friends who aren't dim bulbs or nut jobs?"

-Plankton: kau punya teman lain yang tak bodoh dan gila?

" Spongebob: well, I have one friend who's loyal to the very end"[29]

-Spongebob: aku punya seorang teman yang sangat setia.

The meaning of utterance above when translated by dictionary means "the light of lamp or crazy work". In context the utterance explain where the situation is in western culture when they say *dim bulbs or nut jobs* is to say anger or annoyance to someone. It turns out that if it is only connected with a full sentence, the meaning of the word *dim bulbs or nut jobs* is not connected so after the writer was careful with the use of where this situation originated, it turned out that people tend to use the word *dim bulbs or nut jobs* in many ways, one of which is suitable for the meaning of *dim bulbs or nut jobs* in this sentence and movie means "*stupid*". Because the connotative meaning is not the real meaning, the meaning the possession or additional meaning.

Datum 2

"Seagull: I need that to fly, you *jerk*!"

-Burung Camar: Aku butuh itu untuk terbang, *Bodoh!*

"Mr. Pirate: the end"[30]

-Bajak Laut: Tamat

The word *jerk* in real or denotative meaning is *"stabbing"* but the utterance above explain that western culture when you say *jerk* it can also be called a taboo word. It turns out that if it is only connected with a full sentence, the meaning of the word *jerk* is not connected so after the writer was careful with the use of where this situation originated, it turned out that people tend to use the word *jerk* in many ways, one of which is suitable for the meaning of *jerk* in this utterance and dialogue in movie that which "*ass*". Because connotative meaning refers to the personal aspect of meaning. The word aroused that the emotional association. Connotations of individuals have common experience; some people have shared word connotation.

The last example is shown as bellow.

Datum 3

"Sandy: Aw, nuts! I'm all out of nuts!"[31]

-Sandy: Sial, Aku kehabisan kacang!

"Mr. Pirate: Justice is best soft served"

-Bajak Laut: keadilan sebaiknya ditegakkan.

The word *nuts* its means *"peanut"* when translated by dictionary or denotative meaning but the utterance above explain where the situation is in western culture when they say *nuts* is to say anger or annoyance to someone. It

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[29] The SpongeBob Movie: Sponge Out of Water. Duration . 22.28-22.29

[30] The SpongeBob Movie: Sponge Out of Water. Duration . 22.13-22.15

[31] The SpongeBob Movie: Sponge Out of Water. Duration. 01. 13. 16

turns out that if it is only connected with a full sentence, the meaning of the word *"nuts"* is not connected so after the writer was careful with the use of where this word originated, it turned out that people tend to use the word *"nuts"* in many ways, one of which is suitable for the meaning of *"nuts"* in this sentence and dialogue means that which unlucky and all affairs are always not successful. Because the connotative meaning is not the real meaning, it can be the meaning of the possession or additional meaning.

The data bellows explain about contextual meaning. Another example is shown as follows.

Datum 1
"Plankton: Good enough to fool that idiot Krabs."
-Planktohn: cukup untuk membodohi si Krabs yang tolol itu.
"Karen: easy easy" [32]
-Karen: Perlahan, Perlahan.

The utterance above tell the situation when Plankton trying to replace the original secret formula krabby patty with imitation. Base on the word Good enough to fool that *idiot* Krabs refer on contextual meaning. Contextual meaning because be called stupid people this context made the word became taboo . Because the contextual meanings are as an absolute word meaning. a reasonable meaning, the original, which first appeared, the first known, which means it is appropriate and in keeping with the meaning of reality it is called an absolute word meaning.

Datum 2
"Mr. Krab: *Curse you*, fine print!"
-Tuan Krab: *Terkutuklah* kau aturan!
"All: refund 3x"[33]

The utterance above tell of situation happened when Mr. Krabs cursed the rules made for employees who can not do anything in terms of secret formula krabby patty when stock krabby patty runs out and SpongeBob can not make krabby patty without formula. The word "Mr. Krab: *Curse you*, fine print!". Contextual meaning because it is called the *swear, curse, and inactive* because the contextual meanings are as an absolute word meaning.

Datum 3
"Mr. Krab: Soap in the eye, eh? Diabolical!"
-Tuan Krab: Sabun dimata? Setan!
"Plankton: No! stop! Don't"[34]
-Plankton: Tidak! Berenti.

The situation above tell something happens when the SpongeBob comes when the Mr. Krabs wants to judge the Plankton accused of taking the krabby patty formula, SpongeBob tries to attract attention to save innocent Plankton. Based on utterance above the word "Mr. Krab: Soap in the eye, eh? *Diabolical*!" in the semantic or dictionary meaning is called *evil* . in contextual meaning "evil" refer on something cruel that made this word became a taboo word.

3. Strategies of Translation Taboo Word

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[32] The SpongeBob Movie: Sponge Out of Water. Duration. 13. 27
[33] The SpongeBob Movie: Sponge Out of Water. Duration. 17.27-17.29
[34] The SpongeBob Movie: Sponge Out of Water. Duration. 19.35-19.38

This section discusses the strategies of translation used in translating the taboo words the found in The SpongeBob Movie "Sponge Out of Water". The detailed explanations in this part answer the third research question stated in Chapter I. There are three strategies used by translator including translation by cultural substitution, translation by more general words and translation by neutral word by Baker theory.[35] Each of them is explained one by one followed by some example.

a. Translation by a more general word (superordinate).

Translation by a more general word (superordinate) is one of the commonest strategies dealing with many types of non-equivalence, particularly in the area of propositional meaning. In this strategy, the translator changes the word of SL by finding its more general word in the TL. Here are some examples translation by a more general word.[36]

Datum 1

"Plankton: Good enough to fool that idiot Krabs."

"Plankton: Cukup untuk membodohi si Krabs yang tolol itu."

The taboo word *idiot* in English once translated into Indonesian to be *tolol*, Where the word is derived from the source language into the target language will have a negative impact if the watch this movie is a child without parental guidance because the film is much preferred by children. The word *idiot* is a another word of stupid, but in Indonesian, it means "tolol" as a simpler meaning of *bodoh*. Translation by a more general word (superordinate) is one of the commonest strategies dealing with many types of non-equivalence, particularly in the area of propositional meaning. In this strategy, the translator changes the word of SL by finding its more general word in the TL.

Datum 2

"Seagull: Let go, you numbskull!"

"Burung Camar: Lepaskan, bodoh!"

The taboo word *numbskull* is translated to *bodoh* into Indonesian. Definition of *numbskull* is a foolish or stupid person an idiot. someone with a numbskull, i.e. someone who feels no pain when you whack them repeatedly upside the head. *Numbskull* is taboo word in English, *bodoh* is non taboo word in Indonesian, even though the word "numbskull" has a lot of different meanings, but when translated into Indonesian, it means *"tengkorak yang sakit".* The word of *numbskull* translated in Indonesia language become *bodoh*. The translator analyzed using translation by more general word from source language numbskull translated into target language in Indonesia to become *bodoh*. From here the translator can see that actually word clear up means *bodoh* which mean *tidak punya otak*. The translator analyzing the data using translation more general word because it is have more equivalent meaning toward the reader so that the translator can applied the word to be better with the word *bodoh*. For that, the translator translated into movie of the data which means have a meaning same like that to understanding and readability as more general known by people.   *Datum 3*

"Plankton: We only came back from the day after tomorrow, dimwit."[37]

[35] Baker, M. *In other words: A course book on Translation*

[36] Baker, M. *In other words: A course book on Translation*

[37] The SpongeBob Movie: Sponge Out of Water. Duration . 46.51

"Plankton: Kami hanya kembali dari besok lusa, bodoh."

The word of *dimwit* is a stupid or mentally slow person translated in Indonesia language become *bodoh*. The word dimwit equals stupid or not smart, in Indonesian translated to *orang yang tolol*. Dimwit is taboo term in English, while the word bodoh is taboo word too in Indonesian language. The translator uses translation by more general word from source language *dimwit* which translate into target language in Indonesia to become *bodoh*. From here the translator can see that actually word *dimwit* means *bodoh*. The translator analyzes the data using translation more general word because it is have more equivalent meaning toward the reader so that the translator can applied the word to be better with the word *bodoh*. For that, the translator translated into movie of the data which means have a meaning same like that to understanding and readability as more general known by people. This is one of the most common strategies to deal with many types of nonequivalence. As Baker believes, it works appropriately in most, if not all, languages, because in the semantic field, meaning is not language dependent.

b. Translation by cultural substitution

This strategy involves replacing a culture specific-item or expression with a target language item, which does not have the same propositional meaning but is likely to have similar impact on the target reader. The main advantage of using this strategy is that it gives the reader a concept with something can identify, something familiar and appealing. To make the definition clearer, there are three examples of this strategy that are explained one by one below.

Another example is shown as follows.

Datum 1

"Plankton: You got any other friends who aren't dim bulbs or nut jobs?" [38]

"Plankton: Kau punya teman lain yang tidak bodoh atau gila?"

The word *dim bulbs or nut jobs* are translated into taboo word *bodoh and gila*. Dim bulbs or nut jobs are used to express a person who is an idiot. Where in English word *dim bulbs and nut jobs* we have not known and translated into Indonesian to be *bodoh and gila*. The problem for learners of English is to know when or when not to use slang. Many people condemn the word, but in fact we all use it. the taboo word *dim bulbs or nut jobs* (English) is translated to *bodoh and gila* by cultural substitution, This strategy involves replacing a culture-specific item or expression with a target language item considering its impact on the target reader. This strategy makes the translated text more natural, more understandable and more familiar to the target reader. Replacing the term with another term in the target language is another method of rendering taboo words, but the meaning is often distorted in the target text. The viewers can get confused by this message. Therefore, the translator should make sure that the translator renders the same message and also conveys the same feeling to the audiences. Although the word does not convey the same feeling, but the audience are still be able to understand the tone of situation.

Second examples is Gee.

Datum 2

"SpongeBob: Gee, Plankton, I wonder where she is." [39]

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[38] The SpongeBob Movie: Sponge Out of Water. Duration. 28.36

"SpongeBob: Astaga, Plankton. Aku tak tahu dimana dia."

The word *Gee* is a mild expression, typically of surprise, enthusiasm, or sympathy. The word gee comes from the word *Jesus*, The word *gee* translated in Indonesia language becomes *astaga*. Here, the translator analyzed using translation by cultural substitution. The word gee is translated into *astaga* because it is some kind of idiom to express surprised when translated into target language. In the culture of Indonesian language, most people use the word *astaga* to express how surprised they are. In this context, gee as taboo word in English rendered become cultural substitution in Indonesian Language by replacing the term with another term in the target language is another method of rendering taboo words, but the meaning is often distorted in the target text. The viewers can get confused by this message. Therefore, the translator should make sure that the translator renders the same message and also conveys the same feeling to the audiences.

Datum 3

"Patrick: Finland."

"Patrick: Sial"

This means the word *finland* used in the source language into the target language to be *sial* is an slur using the word state. *Finland* became taboo words in western culture because is the one categories of slurs may be racial, ethnic or social in nature and may indicate the stereotype or prejudice of the speaker, a classic example would be that of the n-word. Nigger has traditionally been seen as an insult used by whites and targeting African Americans. On the other hand, the word can also be used as a neutral or even a positive term by African Americans when referring to other African Americans. However, it points out that this division into two basic meanings is too narrow: nigger can also be used by both whites and African Americans as a counterpart for 'white trash' for someone with a darker skin. same as in Indonesian when we said "Palembang" in wrong situation made this word became taboo.

The translator uses a word in TL *sial* as translation result from the SL term *finland*. while *sial* also taboo word in Indonesian. In this case, taboo word is translated into taboo word too. The words Finland belongs to the translation by cultural substitution, this strategy involves replacing a culture specific-item or expression with a target language item, which does not have the same propositional meaning but is likely to have similar impact on the target reader. The main advantage of using this strategy is that it gives the reader a concept with which she can identify, something familiar and appealing.

c. Translation by a more neutral / less expressive word

The aim of this strategy of translation is to avoid conveying the wrong expressive meaning of SL into TL. Some words in one language have no equivalent in other languages, especially those, which have expressive meaning. In this strategy, the translator tries to replace some expressive words into other words, which have less expressive meaning or more formal words, although sometimes this strategy can make the expressive meaning of the word lost in

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[39] The Spongebob movie: sponge out of water. Duration. 27. 37

translation. An example of translation by a more neutral word is shown in the following datum.[40]

Another example is shown as follows:

Datum 1

"Seagull: I need that to fly, you jerk!" [41]

"Burung Camar: Aku butuh itu untuk terbang, bodoh"

Here, *jerk* is as an interjection. A *jerk* is a sharp, sudden movement. When you're learning to drive a stick shift, it's hard to avoid the jerk and lurch when you try to change gears. *Jerk* is also a very unflattering term for an obnoxious person. While word *bodoh* in Indonesian. In this case Indonesian habits in shock will be thrown words impolite words for the uneducated people. *Jerk* is taboo word in SL, *bodoh* is non-taboo word in TL. the translator analyzed the data used translation by neutral/less expressive word because want to approach to considering by reader be more general known by people and more appropriate in the text. Even though the word "jerk" has a lot of different meanings, but when translated into Indonesian, it means "menyentak".

Datum 2

"Sandy: Aw, nuts! I'm all out of nuts!"[42]

"Sandy: Sial. Aku kehabisan kacang!"

Here, *nuts* is as an interjection. While word *sial* in Indonesian is a roughly expression that means *celaka* (tidak mujur dan segala urusan tidak selalu berhasil). Wretched (no luck and all affairs are always not successful). In this case, based on situational context, the content of the word *nuts with sial* is same namely contains disappointment. So it means both of them have same equivalent. *Nuts* is taboo word in SL. *Sial* is also taboo word in TL. In conclusion , the translator translates taboo word with taboo word too. Word *nuts* translated into *sial*, the translator analyzed the data used translation by neutral/less expressive word because want to approach to considering by reader be more general known by people and more appropriate in the text.

5. Conclusion

The writer's conclusion is based on the findings and analysis. The analysis of translation of taboo word is focused on the utterances spoken by characters in The SpongeBob Movie: Sponge Out of Water. The type of taboo word is classified based on Batisttela (2005). The classification of type of taboo word such as epithet, profanity, obscenity, and vulgarity. The writer analyze the meaning of translation taboo word by using Abdul Chaer (2007) theory such as connotation and contextual meaning. Then, the strategies of translation taboo word were categorized by using Mona Baker (1992), they are: Translation by general word, translation by neutral word, translation by cultural substitution.

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[41] Duration . 22.13- 22.15

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