

CHAPTER I

INTRODUCTION

1.1. Background of The Study

Movie is entertainment media enjoyed and watched by people from any age. The film business is booming in all formats: multi-screen cinemas established across our cities: shelves in shops, libraries, and homes heave with videos and DVDs (Ellis: 2001). It is also displayed in cinemas or theatre in every city. Nowadays, with the emergence of internet, it is easier to enjoy movies various genres. Film genres are also known as types, categories, classifications or groups of films. (Genre comes from the French word meaning "kind," "category," or "type"). According to Filmsite (2020), g. Genre refers to recurring, repeating and similar, familiar or instantly-recognizable patterns, styles, themes, syntax, templates, paradigms, motifs, rules or generic conventions.

There are main film genres, namely: action films, adventure films, comedy films, crime and gangster films, drama films, epics/historical movies, horror films, etc. This study analyzes one of the Crime and Gangster Films named "*John Wick*" (2014) movie. Crime and Gangster Films are developed around the sinister actions of criminals or gangsters, particularly bank-robbers, underworld figures, or ruthless hoodlums who operate outside the law, stealing and violently murdering their way through life. In the 1940s, a new type of crime thriller emerged, more dark and cynical (Filmsite:2020). *John Wick* (2014) is a movie about a hit man named John Wicks (Keanu Reeves) comes

out of retirement when his former friends start gunning for him. *John Wick* is rated R by the MPAA for strong and bloody violence throughout, language and brief drug use (Gustafson: 2015).

In this study the writer focuses on NSFW words which appear on “*John Wick*” television broadcast and DVD Blu-ray subtitles. NSFW is an acronym of Not Safe for Work; not suitable for work—used to warn someone that a website, e-mail attachment, etc., which is not suitable for viewing at most places of employment (Merriam Webster: 2020).

At the beginning NSFW emerge on USENET in 2001 till 2002. The term NSFW was created by user JoncBEE on February 6th, 2003, which in the first time it is named “Not Suitable for Work.” On September 21st, 2004, VG wrote a webcomic “NSFW” which presented the scene between Mario and Toad from the video game Super Mario Brothers (Knowyourmeme:2020). NSFW is sometimes accompanied by a “trigger word” or “TW” label. A video that contains detailed images of war, for example, may be labeled “NSFW TW: War,” or something to that effect (Heinzman:2019). Further, the "NSFW" acronym has evolved to include adults, and helpfully warns us in the subject of an email or a flashing WhatsApp message that what we're about to click on contains images of nudity or sex, or swearing (Brown:2017). According to Benny Lewis (2020), there are 77 dirty words from around the world that categorized as NSFW words. He said those lists of words usually offensive and used to swearing other people.

In this research the writer focused on the translation of NSFW words present in “John Wick” television broadcast and on DVD-Blu-ray. Using Gustaffson (2015) that lists approximately 60 instances of coarse and sexual language present, including aggressive use of the sexual expletive and variations in a non-sexual context, scatological slang, profanity, cursing, and vulgar expressions, and Slurs, this study analyzed their translation to illustrate the censorship in movie translation.

Considering its definition, the presence of NSFW requires censorship that refers to suppression of information, ideas of artistic expression by anyone, whether government officials, church authorities, private pressure groups, or speakers, writers and artist themselves” (PBS:2019). Censorship usually conducted to protect young viewers. However, different medium may experience different censorship, audio, visual, and movie translation or subtitle. Gottlieb (2005) states that subtitle in relation to translation film in general can function as two things: (1) as text substitutes for an audience who is out of physical disability or because he does not master SL to enjoy or interpret the original text; (2) as a supplementary if the audience has access to SL or original text. In such cases, a multilingual audience reads subtitles while listening to the original dialogue. The process is referred to as diamesic twins, that is, using subtitles as an aid to understanding the original dialogue as well as at the time while using original dialogs to evaluate and critique subtitles. Thus, analyzing the subtitle of NSFW words present in “John Wick” television broadcast and DVD Blu-ray versions may reveal the kind of censorship applied in different media.

Censorship is considered as the key to solve the problem of NSFW. Television broadcast believe that parents has as important role to prevent NSFW, viewed by children in the family. On the other hand, parents do not always accompany their children when the children watch television. Violence program always seen as having bad effect for the children. Then, the government has responsibility to perform control to program contents so that they are appropriate to be watched by young viewers or children. Censorship in television is a very debatable topic in media or among folks. Censorship itself become a main topic which discussed among people, because people still doubt to the position of television censorship. The position of censorship is considered as the border to the movie, music video to expressed what they really want to express through their movies. Thus, the government is expected to conduct censorship to eliminate NSFW word issue.

The law about censorship in Indonesian broadcasts is under the regulation of Indonesian Broadcasts Committee or in other words is Komisi Penyiaran Indonesia (KPI). A policy published by KPI to monitor Indonesian Broadcasts materials is called Pedoman Perilaku Penyiaran (P3) and Standar Program Siaran (SPS) and they were released in 2012. KPI is an independent institution that was created from Undang-undang (Indonesia Constitution), Peraturan Pemerintah (Indonesia government regulation), and Keputusan Presiden Republik Indonesia (Presidential Decree). Those laws regulate the NSFW (Cigarettes, violence, sexual content) in television broadcast. Thus, the negative contents of the product itself already filtered by P3 and SPS.

According to P3, all television broadcast must have censor-pass letter from KPI before they actually broadcast their content such as film, advertisement, reality show, drama, etc. in addition, the television broadcast must have internal censoring process to all content distributed to the audience. It has to be done, in order to censor any language related to slang, insult, cursing, vulgarity, etc. Those regulation is written on the Chapter XXI article number 39 and there are two points of content. Further, the other regulation named SPS also manages the prohibition and restriction of sexual content. There are five categories of sexual content. First, is content such as nudity, sexual violence, kissing scene, erotic dance, and body parts exploitation. The second category is named Seks di Luar Nikah, Praktek Aborsi dan Pamerkosaan (Sex outside marriage, abortion practices, and rape). In this category, this section forbids the justification of those activities are being shown in the broadcasts. The third category, discuss about sex content which exists in song and music video. The fourth category, not allowed sex behavior, for example sex orientation, sex behavior, etc. the last category forbids reality show whose content is about sex. All of those categories are regulated in chapter XII.

Other than television broadcast programs, every film or video recording in the form of VCD, DVD, VHS will be circulated or displayed to the public must go through a process censorship by LSF so that viewers can enjoy the appropriate viewing with the culture of the nation and avoid negative cultural influences that do not in accordance with the value of the nation (Isbach:2014). The eligibility includes the

appropriateness of the material of the scene displayed and the message conveyed, both verbal and non-verbal. The sensor carried out by LSF is not only focused on the film, but also types of videos that have audio-visual aspects are also censored before displayed widely. There are three categories of audio-visual format must be censored before being displayed and circulated to the public, namely: movies for cinemas/theatre, movie for television broadcast, movie for sale (DVD and VCD).

This research focused on the censorship which applied in television and DVD-Blu-ray subtitle in translating NSFW words from English as the source language (SL) to Indonesia as the target language (TL) by applying Hans J. Vermeer Skopos Theory. In his paper *Framework for A General Translation theory (1970)*, he stresses that Skopos Theory weights on the purpose of the source and target texts over the sacredness of the source. The source text of a translation project, whether it's a user manual, an advertisement, or a novel, was written with a purpose in mind: To instruct, to persuade, or to entertain in these cases. In Vermeer's skopos theoretical framework, one of the most important factors that influenced translation purpose is the target audiences, who have got their own cultural backgrounds, translation expectations and communicative needs.

Due to the requirements of the translation Skopos, the translator should also respect the legitimate interests of both the author of the original and the readers of the translation. Therefore, translators should bear in mind what the function of translation text is, what the target readers' demand is and even what communicative situation is.

Consequently, Liangqiu (2014) stated that the choice of translation strategies decided by the purpose of the translation text, in order to achieve a better functioning text. Generally speaking, “purpose” refers to the communicative purpose of the target text, which is the communicative function the target text imposes to the target audience in the target environment. As a result, translators get to define their specific purpose in the given translation context, and decide the translation method, including literal translation, free translation and the one caught in between in accordance with the purpose.

Actually, there are some studies discussing movie translation and censorship. A research conducted by Scandura (2004) focused on the range of censor activities and the censorship effectivity. Other research by Udayana and Wandia (2017) explained the type of translation which prominently used in certain movies. In addition, other researcher named Suriadi (2017) focused on translation strategies used on the movies and the type of taboo words which mostly occurred in the movies. It is obvious that most previous research discussed about types of translation and translation strategies, while this study focused on the censorship of NSFW words by comparing the subtitles on DVD Blu-ray and Television Broadcast of “*John Wick*” movie. Therefore, this study aimed at adding knowledge about movie subtitle analysis. By using Vermeer’s Skopos theory this study is projected to map the factor causing different subtitles of NSFW words between DVD Blu-ray and Television Broadcast.

In investigating the factors that cause different subtitles that appear on DVD Blu-ray and Television broadcast in *John Wick* (2014) movie. The writer compared and listed different NSFW words found in both media (Television Broadcast and DVD Blu-ray). Furthermore, Vermer's *Skopos* theory is applied in looking at the methods and the strategies of the movie translation process or subtitle. It explains that the text which is translated may create new meaning depends on the purpose of translating the text (Munday:2008)

1.2. Statement of the Problems

According to the background of the study, the major questions of the study are:

1. How were NSFW words within *John Wick* (2014) movie subtitled on DVD Blu-ray and television broadcast?
2. What factors causing the difference of censorship of NSFW words subtitles between DVD Blu-ray and television broadcast?

1.3. Objectives of the study

1. To elaborate the way NSFW words in *John Wick* (2014) movie subtitled in DVD-Blu-ray and television broadcast.
2. To reveal the factors that causing the difference of censorship of NSFW word subtitles between DVD Blu-ray and television broadcast.

1.4. Significance of the study

As stated previously, the study aims to analyze the factors that cause the different censorship of NSFW on DVD Blu-ray and Television according to Vermeer's

Skopos theory. Thus, theoretically this study contributes to translation studies analysis by elaborating Skopos theory and connects it to movie translation or subtitle. Practically, the writer presumes that this study can assist or be used as a reference for students of English Department in Universitas Airlangga, who are, interested in movie translation and translation. Furthermore, the study is also hoped provide a clear explanation so that the findings of the study can provide juxtaposition and reference for further studies.

1.5 Scope and Limitation

The analysis of this study focusing on factors that differentiate NSFW words are censored between Television broadcast and DVD Blu-ray in *John Wick* movie. the writer uses Skopos theory proposed by Vermeer (1978). Since NSFW words used during the movie, thus, in presenting the result, the writer also used regulation of censorship in television broadcast and DVD Blu-ray to support the theory used in the study.

1.6. Definition of Key Terms

Censorship : The actions or practices of censors and taking out things considered offensive or immoral (Merriam-Webster:2020)

Skopos Theory : A technical term for the purpose of a translation and of the action of translating. Every action in translation text are steered by the purpose of the text (Vermeer:1989)

- Subtitle : The process of deliver of textual material in one language (SL) by equivalent textual material in another language (Catford: 1965)
- NSFW : Word that contains inappropriate content which associated with pornography, violent, foul, offensive, or even politically charged (Heinzman:2019).