



THE TRANSLATION OF EUPHEMISM IN THE NOVEL “FIFTY SHADES OF GREY”

Hannisa Mawaddah Yusuf¹, Havid Ardi²

English Department

Faculty of Languages and Arts

Universitas Negeri Padang

email: Hannisamaddahyusuf29@gmail.com

Abstract

This research analyzed the translation of euphemism in the novel *Fifty Shades of Grey* (2011). This research aimed to find the types of euphemisms and the translation technique used by the translator in the novel *Fifty Shades of Grey* and wanted to know the impact of translation technique on euphemism results in TT. The euphemism types were analyzed using Allan and Burridge's (2020) theory, classifying euphemisms into metaphor, hyperbole, idiom, litotes, circumlocution, acronym, shortening, indirection, and borrowing. Then, the translation technique was analyzed by using Molina and Albir's (2002) theory as follows: borrowing, calque, literal translation, compensation, transposition, description, modulation, amplification, adaptation, established Equivalent, general translation, particularization, reduction, discursive creation, substitution, linguistic compression, linguistic amplification, and variation. The finding shows that the established Equivalent was the most dominant translation technique used by the translator to translate the euphemism types in the novel *Fifty Shades of Grey* into Indonesia. It also shows that the technique of translation affected the categories of euphemism translation results; if the types of euphemisms are translated with literal translation techniques, the meaning of euphemism becomes lost.

Key words: Translation, , Euphemism, Types of euphemism,

A. INTRODUCTION

Language is a tool of communication used by people to interact with others that has an important role in daily life. Malinowski (1920) stated that language is a main tools of communication to build social connection or create social bonds. Along with the development of technology in this era this day, communication requires cross language communication, thus people are forced to be able and know how to translating from one thing to another properly.

Translation is transferring the meaning of a text from one language into another language based one the author intended the text (Newmark, 1988).

¹ English ELLSP of English Department of FBS Universitas Negeri Padang graduated on September 2023

² Lecturer of English Department of FBS Universitas Negeri Padang



Nevertheless, translation is not only about transferring the meaning but also to present from one culture to another which has any differences in politeness, taboo, and euphemism.

Euphemism is the using of word or phrases in language that rarefaction the uncomfortable things in a topic (Azkiya, 2008), usually it uses figurative language to refer a situation without sounding it blatantly

Furthermore, Naorem (2014) states that is a word or expression that is used when people want to find a polite or less direct way of talking about difficult or embarrassing topic like sex or bodily function in conversation.

Based on the explanation above, it can be conclude that euphemism is the use of words to refine a language without sounding it frontally that aims to avoid the unpleasant subject.

In addition, Hornby (2005) state that euphemism is a word or expression that refer indirectly to some suitable, unpleasant, or embarrassing issue in order to make it acceptable in social. It also supported by O'grady (1997) he stated that euphemism is the disguise of word that might sound offensive, obsence, or the things that might irritant the listener or the reader. The example of euphemism is given by Lestari and Sutrisno (2023) as following

ST: I want to making love with him right here and right now

TT: aku ingin ML dengannya disini dan sekarang juga

From the example above the word *making love* is euphemism style. It is used to replace the word "*having sex*" because the word having sex is considered offensive and unpleasant instead of the word making love or ML. The word making love can be classify into metaphor of euphemism types as proposed by Allan and Burridge's Theory as following: metaphor, hyperbole, idiom, litotes, circumlocution, acronym, shortening, indirection, and borrowing.

ST: Don't worry about him, baby. He's gonna be fine. I promise. Hurry up *bit*h*

TT: jangan khawatir tentang dia, sayang. Dia akan baik- baik saja. Aku janji. (*klakson berbunyi*) hurry up *bit*h*

The word *bit*h* is translated into "*jala*g*" by omitting one phonemes and adding an asterisk to replace the missing letter. Allan and Burridge (1991) state that in written language, taboo can be replace by semi-omission using non lexical symbols such as hypens(-) and asterisk (*). This is the kind of the translation strategies in translate euphemism. Besides that Molina Albir (2002) proposed several technique translation as following: borrowing, calque, literal translation, compensation, transposition, description, modulation, amplification, adaptation, established Equivalent, general translation, particularization, reduction, discursive creation, substitution, linguistic compression, linguistic amplification, and variation.

It can be conclude that euphemism is the use of language that may replace the taboo words, offensive things, and to replace vulgar words into the other word which has the same meaning and turns to be more polite. The aims of using

euphemism is to avoid and disguised the unpleasant things such as religious, body parts, or even sex.

Lestari and Sutrisno (2023) in their writing titled “*Euphemism of taboo translation in the Big Little Series*” was discussed translation strategies and the implications of using those strategies. They used Mona Baker’s strategies in their research and the strategies contain the implication for reducing the emotional value of the source language, saving the esteem of the viewer, and smoothing the use of taboo words thus that their usage can be accepted in the target language’s culture.

Another study of euphemism is conducted by Beizae and Suzani (2019) with titled A Semantic Study of English Euphemistic Expressions and Their Persian Translations in Jane Austen’s Novel “Emma. Their study is discussed about how Warren’s (1992) theory of semantic categories of euphemism are treated in the process of translation from SL to TT. The researchers examined the translation of euphemistic metaphor, metonymies, overstatements, understatements, as well as reversal in the Persian of translations of *Emma*. The findings demonstrated that Persian equivalents are not always metonymical, metaphorical, or euphemistic. When specific techniques are used, the translations may nevertheless be quite communicative.

The previous study above show that euphemism is mainly use to recover and smoothing the taboo words in order the usage of euphemism can be acceptance in the target language’s culture and the translation technique has an important role not only for transferring the meaning of euphemism but also to present from one culture to another culture.

More study are needed about euphemism in translating erotic fictions, sexual language, body parts, and taboo words From English to Indonesia. Thus, this study will bridge the gap and reveal how Indonesian translator deals with sexual euphemistic in the novel *Fifty Shades of Grey*, because the novel *Fifty Shades of Grey* is quite famous with its erotic movie among the adult.

B. RESEARCH METHOD

The method used is descriptive qualitative method which is aimed to answer the following question above and to produce findings which are not predetermined in the previous research. The sources of the data is the novel *Fifty Shades of Grey* by EL James published by The Writer’s Coffee Shop, 2011. The analysis is the types of euphemism based on Allan and Burridge’s (2012) theory, and the technique translations applied by the translator according to Molina and Albir Theory.

C. RESULT AND DISCUSSION

1. Research Finding

All of the data in this research are the translation of euphemism in the novel *Fifty Shades of Grey*. Each word or phrases of euphemism translation was

analyzed with the types of euphemism, categories of euphemism translation result, and the translation technique of euphemism. According to Allan and Burridges' theory there nine types of euphemism, including: metaphor, hyperbole, idiom, litotes, circumlocution, acronym, shortening, indirection, and borrowing. The following describes some data which related to the types of euphemism and the translation technique that found in that novel.

ST: “Hi, Christian, d’you *get laid*?”

TT: “Hai, Christian, apakah kau *bercinta* semalam?”

The word “*get laid*” is replace of the word “*having sex*” that refers to indirection types of euphemism. Then the translation technique that has been used is establish equivalent, and the categories of euphemism translation result is still euphemism.

ST: “I’m *topless* standing in front of him”

TT: “aku berdiri *telanjang dada* di depannya”

The word “*topless*” is replace of the word “*naked*” that refers to metaphor types of euphemism. The translation technique of this sentence is establish equivalent and the categories of euphemism translation result is not euphemism.

ST: I remember him pushing his *thumb* in my mouth and asking me to suck, hard.

TT: aku ingat dia mendorong ibu jarinya ke mulutku dan memintaku untuk menghisap, keras.

The word “*thumb*” is replace of the word *male genitalia* or “*penis*” that refers to metaphor types of euphemism. Then, the translation technique that has been used is literal, because the word *thumb* is translated into “ibu jari” instead of “*penis*”. The categories of euphemism translation result is still euphemism.

As the table 4.1 shows below it can be seen that there are several types of euphemism are found in the novel “*Fifty Shades of Grey*” as following there are 22 metaphor of euphemism types, 17 circumlocution of euphemism types, and 11 indirection of euphemism types. It can be concluded that the highest frequencies of euphemism types is metaphor and the lowest frequencies is indirection types.

Table 4.1 Types of Euphemism in ST

Types of Euphemism	Frequency	Percentage
Metaphor	22	44%
Hyperbole	0	0%
Idiom	0	0%
Litotes	0	0%
Circumlocution	17	34%

Acronym	0	0%
Shortening	0	0%
Indirection	11	22%
Borrowing	0	0%
Total	50	100%

Then, the second table is to shows the impact or the categories of euphemism translation result. The function of this table is to see whether the euphemism are changing or not after translated. It can be seen that many euphemism is still a euphemism after translated, however, there are several euphemism are changing into not euphemism even missing after translated. As following:

Table 4.2 Types of Euphemism in Target Language

Types of Euphemism	Categories of Euphemism Translation Result		
	Still Euphemism	Not Euphemism	Missing
Metaphor	15	1	6
Hyperbole	0	0	0
Idiom	0	0	0
Litotes	0	0	0
Circumlocution	16	0	0
Acronym	1	0	0
Shortening	0	0	0
Indirection	11	0	0
Borrowing	0	0	0
Total	43	1	6

The next table is to show the translation technique that used by the translator to translate the euphemism expression. As following it can be seen that the highest translation technique that used is established equivalent (46%), the second one is literal translation (40%), and the last one is borrowing (14%).

Table 4.3 Translation Technique

Technique Translation	Frequency	Percentage
Adaptation	0	0%
Amplification	0	0%
Borrowing	7	14%
Calque	0	0%
Compensation	0	0%
Description	0	0%

Discursive Creation	0	0%
Established Equivalent	23	46%
Generalization	0	0%
Linguistic Amplification	0	0%
Linguistic Compression	0	0%
Literal Translation	20	40%
Modulation	0	0%
Particularization	0	0%
Reduction	0	0%
Substitution	0	0%
Transposition	0	0%
Variation	0	0%
Total	50	100%

Then the last table is the combine table between types of euphemism and the technique translation, this table is to show how the types of euphemism is translated by using Molina and Albir's theories. It can be seen that there are 7 (metaphor and Circumlocution) types of euphemism are translated by using borrowing technique, then 23(metaphor, circumlocution and indirection) types of euphemism are translated by using established equivalent technique and there are 20 (metaphor, circumlocution, and indirection) types of euphemism are translated by using literal translation technique.

Table 4.4 Finding

Translation Technique	Types of Euphemism									Total
	Meta phor	Hype rbole	Idi om	Lit otes	Circuml ocution	Acro nym	Short ening	Indir ectio n	Borro wing	
Adaptation	0	0	0	0	0	0	0	0	0	0
Amplificatio n	0	0	0	0	0	0	0	0	0	0
Borrowing	5	0	0	0	2	0	0	0	0	7
Calque	0	0	0	0	0	0	0	0	0	0
Compensatio n	0	0	0	0	0	0	0	0	0	0
Description	0	0	0	0	0	0	0	0	0	0
Discursive Creation	0	0	0	0	0	0	0	0	0	0
Estblished Equivalent	6	0	0	0	12	0	0	5	0	23
Generalizati on	0	0	0	0	0	0	0	0	0	0
Linguistic Amplificatio n	0	0	0	0	0	0	0	0	0	0

Linguistic Compression	0	0	0	0	0	0	0	0	0	0
Literal Translation	11	0	0	0	3	0	0	6	0	20
Modulation	0	0	0	0	0	0	0	0	0	0
Particularization	0	0	0	0	0	0	0	0	0	0
Reduction	0	0	0	0	0	0	0	0	0	0
Substitution	0	0	0	0	0	0	0	0	0	0
Variation	0	0	0	0	0	0	0	0	0	0

2. Discussion

In this research, the findings are presented into three parts: the first part shows the finding of the euphemism types used in sexual euphemistic in the novel *Fifty Shades of Grey* (2011) based on Allan and Burridges' theory. Then, the second part shows the analyzed of translation technique of euphemism used by the translator by using Molina & Albir's theory (2002). Then, the last part is the shows the categories of euphemism translation result analysis or the impact of translation technique to euphemism result into the target text.

In this research, the researcher found 50 data of sexual activities euphemism in the novel *Fifty Shades of Grey* (2011). From the nine types of euphemism that proposed by Allan and Burridges' theory, the data belongs to several types of euphemism, includes: metaphor, circumlocution, and indirection. Then, from eighteen translation technique that proposed by Molina Albir, the translator only used several technique, includes: borrowing, established equivalent, literal translation, .

The data shows that the establish equivalent is the most dominant translation technique that used by the translator to translate the euphemism types in the novel *Fifty Shades of Grey* into Indonesia. Different with the previous study by Rita Lestari & Adi Sutrisno (2023) their research shows different translation technique in processing the data of euphemism. They used Mona Baker's strategies, the following are: translation with omission, translation with more neutral, translation with paraphrases using words that are related, translation using loan words, and translation with more general words.

D. CONCLUSION AND SUGGESTIONS

Based on the analysis results, according to Allan and Burridges' theory, three types of euphemism are found to translate into target text using Molina & Albir's translation technique theory. The translation technique that used by the translator are borrowing, established equivalent, and literal translation. The technique of translation bring out to the categories of euphemism translation result, if the types of euphemism is translated with Literal translation Technique the meaning of euphemism becomes lost. The certain types of euphemism in the novel *Fifty*

Shades of Grey are more translated with establish equivalent. Although, some types of euphemism are translated into literal translation technique that gave an impact to euphemism result into the target text. Thus, it need the further study to look for how the translation technique impact to the quality.

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