COMPARISON OF EUPHEMISM AND DYSPHEMISM TRANSLATION IN *DEUTSCHE WELLE* (DW) ONLINE NEWS FROM ENGLISH INTO INDONESIA

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Abstract
This study uses translation techniques to compare euphemism and dysphemism translation from English into Indonesia in news articles on the *Deutsche Welle* (DW) online platform. The research employs a qualitative approach to identify the euphemism and dysphemism present in the source texts and to analyze the translation techniques used and their effect on the translation quality to convey these linguistic elements in the target language. The translation techniques are evaluated based on Molina and Albir's framework, while the translation quality is adapted from Nababan's framework. The findings indicate that the established equivalent is the most frequently used translation technique. Other techniques, such as modulation, generalization, and reduction, were found to have a more varied impact on the consistency and accuracy of the translations. This study highlights the importance of employing appropriate translation techniques to ensure that the intended meanings and effects of euphemism and dysphemism are effectively conveyed in the target language, especially in the context of news reporting. The insights gained from this research contribute to a deeper understanding of the challenges and strategies involved in translating sensitive linguistic elements and can serve as a valuable resource for translators, linguists, and educators in the field of translation studies.

Key words: Translation Technique, Euphemism, Dysphemism, Translation Quality, News articles, *Deutsche Welle* (DW) Website.

A. INTRODUCTION

The media serves as a vital channel of communication, playing an important role in the dissemination of information and data. Therefore, the choice of language used in the media is very important, as journalists often have to balance clarity and sensitivity. Euphemism and dysphemism are linguistic tools often used to address this balance. Euphemisms involve mild or indirect expressions used to soften harsh or unpleasant realities, while dysphemism are

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harsh or derogatory terms used to convey strong negative emotions or criticism. Both play an important role in shaping public perception and discourse.

Newmark (as cited in Ding, 2016) emphasizes that translation involves not only the transfer of words, but also the conveyance of meaning from one language to another, taking into account cultural nuances and context to ensure accuracy and equivalence. This becomes particularly challenging when dealing with figurative language such as euphemisms and dysphemism, which can carry significant cultural weight and impact. Moreover, Nida and Taber (1982) emphasizes that translation involves reproducing the message in the receptor language, prioritizing meaning first and style second.

Meanwhile, Wodak (2019) defines euphemism as a way to avoid direct discussion of unpleasant topics, by using softer expressions to maintain social decorum. Similarly, Hornby (2005) describes euphemisms as a method of indirectly discussing sensitive issues to make them more palatable. In contrast, dysphemism, as defined by McArthur (1992), is used to express negativity or contempt in a more blunt or harsh manner. Cruse (2010) further categorizes dysphemism as offensive, vulgar, or blasphemous terms, while Allan (2012) highlights their use to intensify negative connotations.

Deutsche Welle (DW) Online News, a leading German international broadcaster, offers a unique platform to analyze translation practices. The DW news portal in English and Indonesian provides an insight into how translation techniques are applied to deal with euphemisms and dysphemism. This study examines the translation of euphemisms and dysphemism in DW Indonesia news articles, with the aim of assessing how translation techniques affect the quality of the translation.

Translation Quality Assessment (TQA) is crucial in evaluating the effectiveness of these translations. Ardi (2015) asserts that TQA involves a comparison between the target text (TT) and the source text (ST) to ensure accuracy and equivalence. Larson (1984) identifies accuracy, clarity and naturalness as the main concerns in translation assessment. Nababan (2004) adds that translation assessment involves analyzing the strengths and weaknesses of a translation, focusing on aspects such as accuracy, acceptability and readability.

Previous studies provide valuable insights into translation techniques and their effectiveness. For example, Fitria (2015) analyzed translation techniques in subtitling and found that adaptation, reduction and transposition were frequently used. Similarly, Fadilla, Ardi, & Mahmud, (2024) report the quality of students translation in translating thesis abstract. Muthiariny (2017) investigated euphemisms and dysphemism in a novel and highlighted how translation strategies can affect the nuances of expression. Anshori et al. (2021) examined the translation of sexual dysphemisms and identified the effectiveness of techniques such as established equivalents and generalisation. Paramitha (2022) examined BBC news translation and noted the use of various methods to achieve accurate translation quality.

These studies underline the need for a comprehensive understanding of translation techniques, especially when dealing with sensitive language. This study aims to bridge the gap identified in previous research by exploring the

translation strategies used in DW Indonesia news articles, focusing on how these strategies impact the quality of translations involving euphemism and dysphemism. By analyzing these translation practices, this research aims to improve our understanding of how to effectively manage sensitive content in translation, which will ultimately contribute to more accurate and culturally appropriate communication.

B. RESEARCH METHOD

This research employed a descriptive method to analyze the translation techniques used in translating euphemism and dysphemism from the DW English website to the DW Indonesia website. The aim was to understand how translators adapt euphemisms and dysphemism to maintain the intended meaning while addressing cultural differences. This approach was chosen to facilitate a thorough examination of the translation techniques and their impact on the quality of the Indonesian translations, allowing for an in-depth exploration of the linguistic and cultural nuances involved.

C. RESULT AND DISCUSSION

1. Research Findings

All data in this study are translations of euphemism and dysphemism. Each word or phrase of the euphemism and dysphemism translation is analysed based on the translation technique used, and the translation quality. The following describes some data related to the euphemism and dysphemism translation techniques found

ST: Russian Foreign Minister Sergei Lavrov took the propaganda even further by saying that he believed "**Hitler had Jewish blood**."

TT: *Pada bulan Mei tahun yang sama, Menteri Luar Negeri Rusia Sergei Lavrov melakukan propaganda lebih jauh dengan mengatakan, ia percaya* ***"Hitler berdarah Yahudi"***

The assertion "Hitler had Jewish blood" can be seen as a dysphemism because it carries strong negative connotations and aims to provoke. This phrase retains a dysphemistic context after being translated into the target language using the established equivalent technique. This translation is considered accurate according to Nababan's parameters

ST: The ban **expired** after 10 years and was not renewed.

TT: *Larangan tersebut **berakhir** setelah 10 tahun diberlakukan dan sayangnya tidak diperpanjang*

This example used generalization technique, the term "Expired" refers specifically to something that has passed its validity periods, such as a document, item, or product. whereas "Berakhir" is a more general term in Indonesian that means something is finished or exhausted and can be applied to various contexts. Moreover, the term "Expired" describes the end of the prohibition period. This word has a more neutral and technical connotation as if the ban had ended naturally or on schedule. It is a softer term than "scrapped".

ST: The girl, who is from the Podlaskie region in northeastern Poland and has **mental disabilities**.

TT: *Korban pemerkosaan yang berasal dari wilayah Podlaskie di Polandia timur laut itu berusia 14 tahun dan memiliki **cacat mental**.*

This term was translated using the modulation technique because 'mental disability' is a clinical and neutral term used to describe disorders affecting mental function. In Indonesian, "cacat mental" has a negative connotation and is more stigmatizing than "mental disabilities." In the source language, "mental disability" is a softer term. The modulation technique makes the euphemism sound worse.

As table 4.1 shows below it can be seen that out of the 60 data examined, six different techniques were used, with established equivalent being the most widely used (72%). The next most common techniques were modulation (12%), and generalization (10%), Then, Amplification (2%), Particularization (2%), and Reduction (2%).

Table 4.1 Translation Technique

Translation Technique	Frequency	Percentage
Amplification	1	2%
Established Equivalent	43	72%
Generalization	6	10%
Modulation	7	12%
Particularization	1	2%
Reduction	2	3%
Total	60	100%

Then, the second table is to shows the parameters proposed by Nababan (2012) that classify the accuracy score into three scales: 1, 2, and 3.

Table 4.3 Translation Quality Assessment Scale

Score	Scale	Criteria
3	2.51 - 3.00	Accurate
2	1.51 - 2.50	Almost Accurate
1	1.00 - 1.50	Inaccurate

Based on the table above, here is the translation accuracy and the impact of translation techniques on translation quality in translating euphemism and dysphemism in news articles.

Table 4.4 The Average of Translation Quality Assessment Score

Translation Technique	Frequency	Total Score	Average Score
Amplification	1	2	2
Established Equivalent	43	126	3
Generalization	6	13	2,16
Modulation	7	12	1,71
Particularization	1	2	2
Reduction	2	4	2,33

The table above shows that the Established Equivalent technique is the most effective for translating euphemism and dysphemism, achieving an average score of 3, which is categorized as "accurate." This technique effectively preserves the original meaning by using established equivalents in the target language. In contrast, the Amplification, Generalization, Modulation, Particularization, and Reduction techniques produce translations that are "Almost Accurate," with average scores ranging from 1.71 to 2.33.

2. Discussion

Based on the research findings, The data indicates that the established equivalent technique is predominantly used in translation. This suggests that translators often rely on well-recognized translations for specific terms or expressions to ensure clarity and consistency. According to Molina and Albir's theory, this technique involves using terms or expressions that are acknowledged in dictionaries or common usage as equivalents in the target language. This approach aligns with the theory proposed by Nida and Taber (1982), which emphasizes that translation involves reproducing the message in the receptor language, prioritizing meaning first and style second. As a result, the established equivalent technique facilitates natural and coherent translations in the target language. In contrast, the least frequently used techniques were Particularization, and Reduction. Particularization translates a general term into a more specific one, and Reduction simplifies the expression or reduces the amount of information.

Furthermore, the researcher also found that translation techniques play an important role in determining the accuracy of translation. Based on the research data, translation that are considered accurate rated with score of 3 often used established equivalent and borrowing techniques. The established equivalent technique involves using an equivalent that is already recognized and widely accepted in the target language, so translations using this technique tend to be easier to understand and accept. An example when translating "Mental disability" into "cacat mental" using a recognized equivalent in Indonesian. Meanwhile, the borrowing technique involves taking words or phrases directly from the source language without significant changes.

The research findings regarding 'Almost Accurate' translations with a score of 2 indicate the use of amplification, generalization, particularization,

modulation, and reduction techniques. While these techniques have functions in the translation process, they can lead to deviations from the original meaning if not applied correctly. Amplification, which involves adding details, and generalization, which uses more general terms, can alter the nuances of the original text. Meanwhile, overly specific particularization risks shifting the focus, and modulation can change the perspective of the source text. Reduction, if not done carefully, can potentially omit important information. Molina and Albir (2002), Newmark (1988), and Vinay and Darbelnet (1995) emphasize that the use of these techniques must be adapted to the context and goals of the translation. Nida and Taber (1982) stress the importance of balancing fidelity to the source text with naturalness in the target language. Therefore, although these techniques play a role in translation, their improper use can result in 'Almost Accurate' translations.

The findings on this research somehow similar with research was conducted by Anshori et al. (2021) about the translation of dysphemistic sexual language in sex toy reviews on YouTube by examining closed captions. This research assessed translation techniques using Molina and Albir's framework and showed that established equivalent and generalization techniques contributed positively to the quality and acceptability of the translated products. In contrast, literal translation, borrowing, and discursive creation were found to negatively impact the translation quality.

Yusuf & Ardi (2023) conducted the study analyzed the translation of euphemisms in the novel Fifty Shades of Grey found that the dominant translation technique was established equivalent, which effectively conveyed the euphemistic meaning in the target text. The percentage of the findings are: established equivalent (46%), literal translation (40%), and borrowing (14%).

From these two studies, the researcher found that established equivalent is the dominant technique used when translating euphemistic or dysphemistic expressions. It can be concluded that the translator finds the equivalent term in social life from the target language (TL) to translate the source language (SL). This finding is related to the theory stated by Molina and Albir that established equivalent is a technique when a translator finds the term that is recognized in the target language.

D. CONCLUSION AND SUGGESTIONS

This research examined how euphemisms and dysphemism were translated from English to Indonesian in news articles from the *Deutsche Welle* (DW) online platform. By using a qualitative approach, the study identified several translation techniques like established equivalent, amplification, borrowing, and modulation, which translators used to convey the intended meanings while considering cultural differences. The findings showed that translators faced challenges in maintaining the original tone and meaning of these expressions, with the choice of technique significantly affecting the quality of the translation. This research highlights the importance of choosing the right translation techniques to preserve the intended meanings in the target language. The insights gained are useful for translators and researchers, particularly in media translation. The study also suggests that future

research should explore more news sources, involve the audience's perspective, and compare translation practices across different languages.

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