

CHAPTER III

DISCUSSION OF RESEARCH FOCUS

In this chapter the researcher presents the Discussion of Research Focus the related to data obtained from dialog and scenes that contain humor from “The Boss Baby” Movie. Based on the research focus, the researcher analyze the data based on the theory from Chapter 1 to identify the types of humor on “The Boss Baby” movie and to describe the acceptability of humor translated from English into Indonesian on Humor in Subtitles of the Animated Movie “The Boss Baby”⁷⁴

A. The Types of Humor Appears in Subtitles in The Animated Movie “The Boss Baby”

In this research, the researcher uses Raphaelson-West’s theory while analyzing the types of humor that found in subtitles of the animated movie “The Boss Baby” as a data. Raphaelson-West George Yule stated that there are three types of humor. those three subcategories are: Linguistic Humor, Cultural Humor, and Universal Humor.⁷⁵

Based on observation that have been done on Tuesday, August 22th, 2023 the researcher found that there were 7 types of humor in subtitles in the animated movie “The Boss Baby” which are: Linguistic Humor, Cultural Humor, and Universal Humor.

Table 3.1 Type of humor translation found in subtitles in the animated movie

1. Linguistic Humor

Linguistic humour are a language-based humor and they are the type that is the most difficult to be translate. The majority of linguistic humour contains sentences with rhyme words. This is because linguistic humour is mostly

⁷⁴ McCullers Michael. Frazee Marla, “*The Boss Baby*”, 2017; America: DreamWorks Animation, 2017. Translated by Loklok

⁷⁵ Debra S. Raphaelson-West, “*On the Fensibility and Strategies of Translating Humor*”, Meta: Translator's Journal 34, no. 1, 1989

related to word sounds and spellings. Based on the data that researcher found, that there are 5 humor linguistic found in The Boss Baby movie.

The data below consists of linguistic humor discovered in the movie. With number of data 38: SL: Too-da-loo, toilet head!⁷⁶

TL: *Selamat tinggal, kepala toilet!*



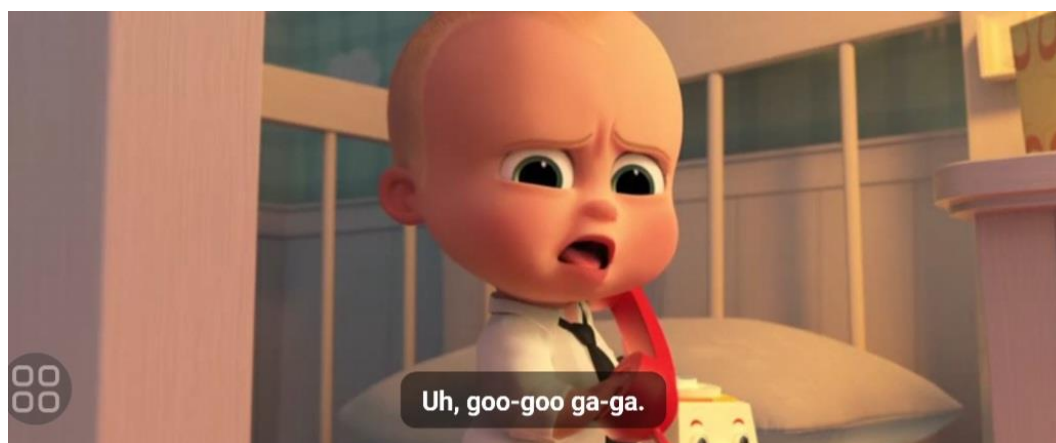
The scene takes place when Boss Baby and Tim are trying to escape from the villains. They both then plan a mission to flee, and when the villain's head is trapped in the toilet, with a sluggish tone, the baby boss pronounces the words "Too-da-loo, toilet head!"

In the context of the film, these dialogues depict the self-confident Boss Baby character and strive to impress. It also adds a comedy element to the story and becomes one of the moments that makes the audience smile. "The Boss Baby" is a movie full of humor and adventure, and this dialogue is a good example of the humor in the movie.

The data below consists of linguistic humor discovered in the movie. With number of data 23: SL: Uh, goo goo ga ga.⁷⁷

⁷⁶ *The Boss Baby*, in minute 55:56

TL: *Eh, gu-gu ga-ga*



The humor found in this data is classified as linguistic humor, as it involves the use of puns. Puns are a type of wordplay that utilizes multiple meanings of words or similar-sounding words to achieve a humorous or rhetorical effect.⁷⁸ One classification of puns is lexical semantic puns, which occur when words share identical sounds and spelling but possess different meanings. In the discussed example, the pun involves the words "goo" and "goo," creating lexical ambiguity. The word "goo" pronounced as /gu:/ refers to a sticky substance, while "goo" pronounced as "gu" represents baby babbling sounds.

In this case, the word "goo" and "goo" have the similar sounds and the humorous effect is accepted by the audience while the word "goo" translated as "goo". In another words the word "goo" is Homonymy which has the identical spelling, and sounds but different meaning.

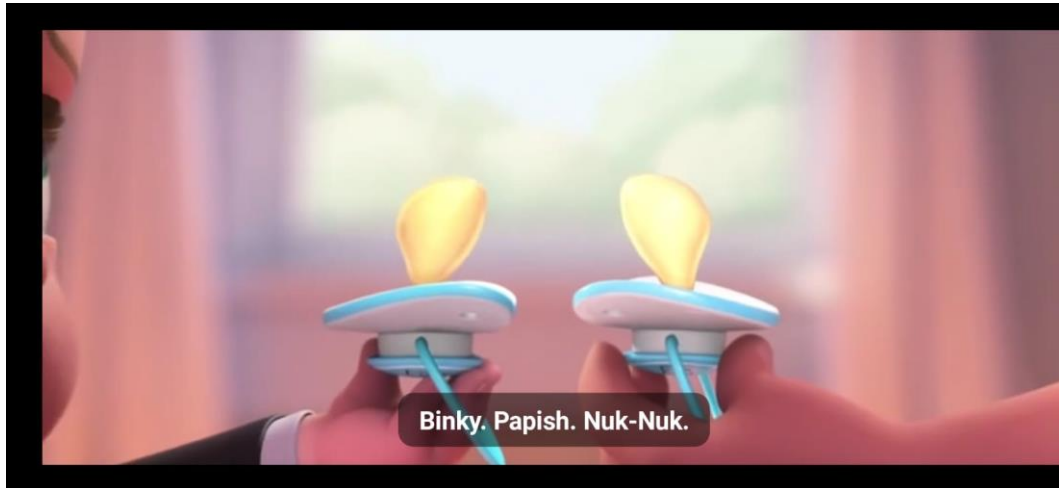
The data below consists of linguistic humor discovered in the movie. With no data 37: SL: Binky. Papish. Nuk-nuk⁷⁹

TL: *Binky. Papish. Nuk-nuk*

⁷⁷ *The Boss Baby*, in minute 13:56

⁷⁸ Meri Giorgadze, *Linguistic Features of Pun, its Typology and Classification*, European Scientific Journal vol. 2, 2014, p. 272

⁷⁹ *The Boss Baby*, in minute 30:41



In the context of the film, when the characters introduce these words without explanation, it creates confusion and confusion, which can be a source of humor. The audience can catch that character is trying to make something funny and ridiculous.

Linguistic humor often leverages creativity in the use of language and plays with audience expectations of correct and logical communication. When words like "Binky. Papish. Nuk-nuk." are used in unconventional contexts, it can provoke laughter because it breaks expectations and creates something funny and linguistically unexpected.

The data below consists of linguistic humor discovered in the movie. With number of data 31: SL: Itchy plushy, puppy pants⁸⁰

TL: *Celana anak anjing ini gatal!*



⁸⁰ *The Boss Baby*, in minute 45:11

In the "Itchy plushy, puppy pants" dialog, phrases such as "itchy Plushy" and "puppy pants" are examples of words or phrase that, in ordinary contexts, will not have a special meaning. However, their use here invites the audience to think about what the characters mean. The "Itchy plushy, puppy pants" dialog in "The Boss Baby" can be considered an example of linguistic humor based on Raphaelson Theory. This dialog is designed to make the audience smile or laugh because of the weirdness and unusual use of the words in the context generated by the characters.

The data below consists of linguistic humor discovered in the movie. With number of data 31: SL: fart! poopie! Doodie!⁸¹

TL: *kentut! Tinja! Doodi!*



The data mentioned above constitutes linguistic humor due to its manipulation of words, specifically the phrase "fart," "poopie," and "Doodie." Even though some argue against its classification as wordplay, it still contains elements of linguistic humor. Furthermore, the data exhibits elements of superiority, hostility, and disparagement. There is a consonant alliteration present: the repetition of similar consonant sounds.

2. Cultural Humor

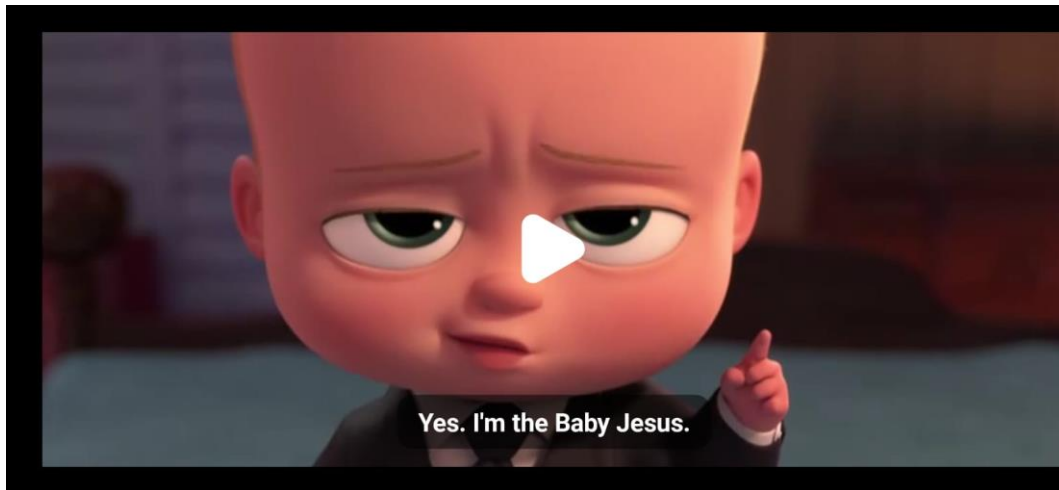
Cultural humor is also bound to cultural elements such as reference to people and some customs or the name of some special places, works

⁸¹ *The Boss Baby*, in minute 13:47

application of proverbs, idioms or catchphrases.

The data below consists of cultural humor discovered in the movie. With number of data 36: SL: Yes, I'm the baby Jesus⁸²

TL: *benar. Aku bayi Yesus*



In this scene, Tim asks Boss Baby with a surprised expression, "Are you Baby Jesus?" Then, Boss Baby responds jokingly, "Yes, I'm the baby Jesus."

This dialogue creates a sense of humor in the film, as it not only depicts the funny behavior of Boss Baby who tries to deceive Tim, but also refers to the religious icon that makes the scene even more crazed. So from that, this dialogue is part of a kind of cultural humor. The humor in this joke comes from a cultural reference to the "Baby of Jesus," an important and well-known figure in Christianity.

This humor plays with the stereotype of religious figures (Baby Jesus) and funnyly imagines such characters in an unusual modern context. The introduction of these famous cultural and religious icons in different, unexpected roles adds elements of humor.

So, in this series, the humor "Are you the baby Jesus?" - "Yes, I'm the Baby Jesus" integrates elements of cultural humor by referring to significant cultural and religious figures (Baby Jesus) and comparing them to contemporary comic characters. (Boss Baby). Incongruity, cultural clashes, satire, and the introduction of stereotypes in line with the Raphaelson-West theory, show how humor can emerge through the interaction of different cultural elements and expectations.

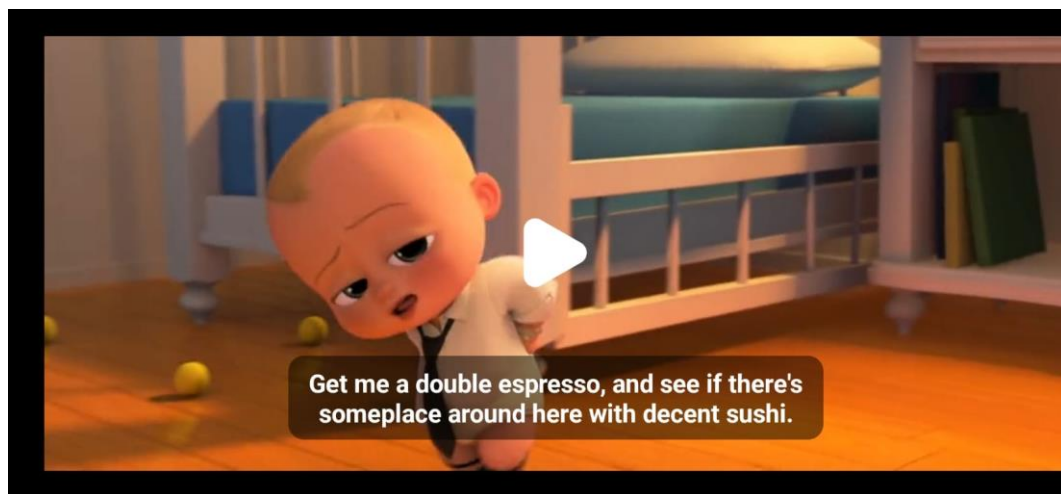
⁸² *The Boss Baby*, in minute 30:12

3. Universal Humor

universal humor is the one that is considered as funny for most people in general. It just humorous by itself with no relation to the linguistic and/or cultural elements.

The data below consists of universal humor discovered in the movie. With number of data: 27 SL: Give me a double espresso and find a place around here with decent sushi, I'd KILL for a spicy tuna roll right about now⁸³

TL: *Belikan aku espresso double dan carilah restoran sushi yang enak, aku ingin sekali makan tuna gulung pedas sekarang*



Boss Baby's request for a double espresso and a spicy tuna roll is a humorous exaggeration of this stereotype, as it is highly unlikely for a baby to have such sophisticated and specific food and beverage preferences. The dialog's humor lies

⁸³ *The Boss Baby*, in minute 14:09

in the irony and unexpectedness of the situation, which is why it can be considered as a form of universal humor.

Based on the data in the table above it can be concluded that there are 7 humor found by researcher in the animated movie “The Boss Baby”, and to be more specific data humor linguistic consist of 5 humor linguistic, 1 data of universal humor, and 1 data of cultural humor.

No.	No data	Source Language	Target Language	Acceptability Classification	Type of Humor
1.	38	Boss Baby: “Too-da-loo, toilet head!” (in minute 55:56)	Bos Bayi: “Selamat tinggal, kepala toilet!”	Acceptable	Linguistic
2.	23	Tim: You can talk! Boss Baby: Uh, goo goo ga ga. (in minute 13:56)	Tim: kau bisa bicara! Bos Bayi: Eh, gu-gu ga-ga	Acceptable	Linguistic
3.	37	Boss Baby: “Binky. Papish. Nuk-nuk” (in minute 30:41)	Bos Bayi: “Binky. Papish. Nuk-nuk”	Not acceptable	Linguistic
4.	31	Baby Boss: "Itchy plushy, puppy pants" (in minute 45:11)	Bos Bayi: “Celana anjing ini gatal!”	Acceptable	Linguistic
5.	20	Boss Baby: fart! poopie! Doodie! (in minute 13:47)	Bos Bayi: Tinja! Doodi!	Less acceptable	Linguistic
6.	36	Tim: "Are you the baby Jesus?" Boss Baby: “Yes,	Tim: "Kau bayi Yesus?" Bos Bayi: “benar. Aku	Acceptable	Cultural

		I'm the baby Jesus" (in minute 30:12)	bayi Yesus"		
7.	27	Boss Baby: Fine! I can talk. Now let's see if you can listen. Give me a double espresso and find a place around here with decent sushi, I'd KILL for a spicy tuna roll right about now (in minute 14:09)	Boss Bayi: Baiklah aku bisa bicara. Kita lihat apa kau bisa mendengar. Belikan aku espresso double dan carilah restoran sushi yang enak, aku ingin sekali makan tuna gulung pedas	Less acceptable	Universal

more specific data humor linguistic consist of 5 humor linguistic, 1 data of universal humor, and 1 data of cultural humor. From the data in the table above, other data was also found, it can be concluded that there are 4 subtitles that fall into the category "acceptable" 1 into the categories "Not acceptable" and 2 in the category "less acceptable".

B. The Acceptability of Humor Translated From English-to-Indonesian on Humor subtitles of the Animated Movie "The Boss Baby"

In this study, the researcher employs a instrument for assessing the acceptability rates, based on the work of Mangatur Nababan et al. The objective is to evaluate the acceptability of humor translations in the subtitles of the animated film "The Boss Baby."

No.	Dialog	Acceptability Classification	Score
1.	Boss Baby: "Too-da- loo, toilet head!" (<i>Bos Bayi: "Selamat tinggal, kepala toilet!"</i>)	Acceptable	3
2.	Tim: You can talk! Boss Baby: Uh, goo goo ga ga. (<i>Tim: kau bisa bicara! Bos Bayi: Eh, gu- gu ga-ga</i>)	Acceptable	3
3.	Boss Baby: "Binky. Papish. Nuk-nuk" (<i>Bos Bayi: "Binky. Papish. Nuk-nuk"</i>)	Not acceptable	1
4.	Baby Boss: "Itchy plushy, puppy pants (<i>Bos Bayi: "Celana anak anjing ini gatal!"</i>)	acceptable	3
5.	Boss Baby: fart! poopie! Doodie! (<i>Bos Bayi: kentut! Tinja! Doodi!</i>)	Less acceptable	2
6.	Tim: "Are you the baby Jesus?" Boss Baby: "Yes, I'm the baby Jesus" (<i>Tim: "Kau bayi Jesus?" Bos Bayi: "benar. Aku</i>)	Acceptable	3
7.	Boss Baby: Fine! I can talk. Now let's see if you can listen. Give me a double espresso and find a place around here with decent sushi, I'd KILL for a spicy tuna roll right about now	Less acceptable	2

	<p><i>(Boss Bayi: Baiklah aku bisa bicara. Kita lihat apa kau bisa mendengar. Belikan aku espresso double dan carilah restoran sushi yang enak, aku ingin sekali makan tuna gulung pedas)</i></p>		
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Based on the data in the table above, it can be concluded that there are 4 subtitles that fall into the category "acceptable" 1 into the categories "Not acceptable" and 2 in the category "less acceptable".

1) Table 2, No 1

This translation from English to Indonesian is quite good and can be understood by the reader. This translation preserves the message and tone of blasphemy in the original sentence. A few points to bear in mind: "Too-da-loo, toilet head!" translated as "*Selamat tinggal, kepala toilet!*" This translation ins the original meaning and expression well. Kepala toilet is used as an extortion in this context. This translation has no striking grammatical errors and is acceptable to readers. It is a fairly good and effective translation in conveying the message and tone of the original sentence into Indonesian.

2) Table 2, No 2

In this case, the word "goo" and "goo" have the similar sounds and the humorous effect is accepted by the audience while the word "goo" translated as "*goo*". In another words the word "goo" is Homonymy which has the identical spelling, and sounds but different meaning. Based on Nababan's parameter rates assessment of acceptability, this humor is deemed acceptable because the translator utilizes familiar words in the target language and successfully transfers the humorous effect to the target audience.

3) Table 2, No 3

"Binky. Papish. Nuk-nuk." This is a mantra uttered by Boss Baby. While it sounds funny in the original language, when translated into the target language, the sentence loses its humor. In fact, the intended message of the text was effectively conveyed, but its humor was not well received. As a result, the phrase "*binky papish nuk nuk*" did not evoke the desired humorous effect, indicating that the translator failed to reproduce the humor from the source language. Therefore, it can be concluded that the translated humor is not deemed acceptable. According to Nababan's parameter for acceptability, if the translation does not sound natural or if the translator employs uncommon phrases or terms in the target language, then the translation is considered not acceptable.

4) Table 2, No 4

The translation from English to Indonesian is pretty good and understandable to the reader. This translation is also quite natural and captures the message in the original sentence. A few points to bear in mind: "Itchy plushy, puppy pants" translates as "*Celana anak anjing ini gatal!*" This translation is true literally and naturally. This translation has no striking grammatical errors and is acceptable to the reader. It is a pretty good and effective translation in conveying the message from the original sentence to the Indonesian

5) Table 2, No 5

in the translation to the target language, the wordplay is omitted because there are no identical sounds in the phrase "*kentut! Tinja! Doodi!*" Consequently, the translator overlooks the wordplay in this sentence as well. Additionally, the translated version is deemed less acceptable due to difficulties in translating wordplay without the presence of alliteration in the target language

6) Table 2, No 6

The translator effectively captures the humorous effect in the target language by replicating the humor from the source language.

Consequently, the target audience experiences the humorous effect in a manner akin to the original language. One of the parameter in Nababan's rates assessment of acceptability emphasizes the use of natural language by the translator. Therefore, it can be inferred that the translation of humor in this scene is deemed acceptable

7) Table 2, No 7

Based on Nababan's parameter rates assessment of acceptability, this humor is deemed acceptable because the translator utilizes familiar words in the target language and successfully transfers the humorous effect to the target audience