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Analisis Penerjemahan Humor pada Webtoon The Greatest Estate Developer (??? ?? ???) ke dalam Bahasa Indonesia
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INTISARI

Penelitian ini mengkaji jenis dan teknik penerjemahan humor. Tujuan penelitian ini adalah mengidentifikasi jenis humor beserta teknik penerjemahan yang digunakan dalam menerjemahkan humor dari Bahasa Korea ke Bahasa Indonesia pada *webtoon The Greatest Estate Developer*. Penelitian ini menggunakan teori teknik penciptaan humor Berger (2017) dan teori teknik penerjemahan Molina dan Albir (2002) dengan pendekatan kualitatif.

Hasil penelitian menunjukkan bahwa *webtoon* tersebut mengandung beragam jenis humor, di antaranya dari kategori humor bahasa (*language*) ditemukan humor jenis permainan kata (*puns and wordplay*), sarkasme (*sarcasm*), ejekan (*ridicule*), kesalahpahaman (*misundertanding*), hinaan (*insults*), alusi (*allusion*), keharfiahan (*literalness*), ironi (*irony*), adu mulut (*repartee*); dari kategori humor logika (*logic*) ditemukan humor jenis absurditas (*absurdity*), pembalikan (*reversal*), kesalahan (*mistakes*), katalog (*catalogues*), kekecewaan (*disappointment*), dan analogi (*analogy*); serta dari kategori humor identitas (*identity*) ditemukan humor jenis eksentrisitas (*eccentricity*) dan stereotip (*stereotype*). Teknik penerjemahan yang paling dominan digunakan adalah modulasi (*modulation*) dan adaptasi (*adaptation*), yang menandakan kecenderungan penerjemah untuk mempertahankan garis besar makna bahasa sumber sekaligus melakukan penyesuaian sudut pandang dan latar belakang budaya pembaca bila diperlukan. Teknik lain yang turut digunakan meliputi generalisasi (*generalization*), terjemahan harfiah (*literal translation*), kesepadanan lazim (*established equivalent*), peminjaman (*borrowing*), kreasi diskursif (*discursive creation*), dan amplifikasi (*amplification*). Sebagian besar jenis humor dalam bahasa sumber berhasil dipertahankan dalam bahasa sasaran, meskipun terdapat beberapa pergeseran pada data yang mengandung referensi budaya Korea yang spesifik.

Kata kunci: humor, teknik penerjemahan, webtoon *The Greatest Estate Developer*

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ABSTRACT

This study examines the types and translation techniques of humor in the webtoon *The Greatest Estate Developer*. The aim of this research is to identify the types of humor and the translation techniques employed in translating humor from Korean into Indonesian. This study applies Berger's (2017) theory of humor creation techniques and Molina and Albir's (2002) theory of translation techniques through a qualitative approach.

The findings reveal that the webtoon contains a wide variety of humor types. From the language category, the following humor types were identified: puns and wordplay, sarcasm, ridicule, misunderstanding, insults, allusion, literalness, irony, and repartee. From the logic category, the humor types found include absurdity, reversal, mistakes, catalogues, disappointment, and analogy. From the identity category, eccentricity and stereotype were identified. The most dominant translation techniques used are modulation and adaptation, indicating the translator's tendency to preserve the general meaning of the source language while adjusting the perspective and cultural background of the target readers when necessary. Other techniques employed include generalization, literal translation, established equivalent, borrowing, discursive creation, and amplification. The majority of humor types in the source language were successfully retained in the target language, although some shifts occurred in data containing specific Korean cultural references.

Keywords: humor, translation techniques, webtoon *The Greatest Estate Developer*

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초록

본 연구는 웹툰 *The Greatest Estate Developer* 에 나타난 유머의 유형과 번역 기법을 분석한다. 본 연구의 목적은 해당 웹툰에서 한국어를 인도네시아어로 번역할 때 사용된 유머 유형과 번역 기법을 분석하는 데 있다. 연구 방법으로는 Berger (2017)의 유머 생성 기법 이론과 Molina 및 Albir (2002)의 번역 기법 이론을 바탕으로 질적 접근법을 적용하였다.

연구 결과, 해당 웹툰에는 다양한 유형의 유머가 포함된 것으로 나타났다. 언어적 *(language)* 범주에서는 언어유희 *(puns and wordplay)*, 풍자 *(sarcasm)*, 조롱 *(ridicule)*, 오해 *(misunderstanding)*, 모욕 *(insults)*, 비유 *(allusion)*, 문자성 *(literalness)*, 아이러니 *(irony)*, 순발력 *(repartee)* 등의 유머 유형이 확인되었다. 논리적 *(logic)* 범주에서는 부조리 *(absurdity)*, 역전 *(reversal)*, 실수 *(mistakes)*, 목록 나열 (catalogues), 실망 *(disappointment)*, 유추 *(analogy)*가 나타났으며, 정체성 *(identity)* 범주에서는 기이함 *(eccentricity)*과 고정관념 *(stereotype)*이 발견되었다. 가장 지배적으로 사용된 번역 기법은 변조 *(modulation)*와 번안 *(adaptation)*으로, 이는 번역자가 원문의 의미를 전반적으로 유지하면서도 필요에 따라 관점 및 목표 독자의 문화적 배경에 맞게 조정하는 경향을 보임을 시사한다. 그 외에도 일반화 *(generalization)*, 축자역 *(literal translation)*, 기존 등가어 *(established equivalent)*, 차용 *(borrowing)*, 담화적 창조 *(discursive creation)*, 확대 *(amplification)* 등의 기법이 사용되었다. 출발어의 유머 기법 대부분은 도착어에서도 성공적으로 유지되었으나, 한국 문화에 특화된 참조 내용을 포함한 데이터에서는 일부 변화가 발견되었다.

키워드: 유머, 번역 기법, 웹툰 역대급 영지 설계사