

CHAPTER I

INTRODUCTION

1.1 Research Background

One of applied linguistics branch is translation which is also part of human communication in different languages. As known, different countries have different languages, then translation has become a common strategy used by people in everyday life to get more information from overseas. As a result, translation aims to facilitate and bridge language differences. In today's globalization, translation is growing exponentially in both commercial and literary fields.

Source or original language (SL) must be used as the basic idea to be translated into the target language that the translator tried to achieve a good translation (TL). The translator used the text in the original text from the source language (SL) as the base material that need to be well understood and examined in order to gain meaning that can be transferred to the purpose of the target language to just be able to comprehend the meaning. Thus, translation is an effort to locate texts in the source and destination languages that have equivalent meanings. Many industries, including those in entertainment, education, law, medical, economics, and many others, require translation.

One kind of translation is song translation. It is one of the best way to help the people to listen or who speak different languages to enjoy not only the rhythm of the music but also comprehend the meaning of those foreign song lyrics, song translation is offered. Some people find it difficult to translate a song. When translating a song, it is important to understand what the lyrics may be like and what

the purpose of the lyric is. As a result, in order to avoid making mistakes when translating into another language, some methods for problem solving are required.

It can be challenging to discern whether a word can be compared to its original form while translating a book, especially "lyrics". The original language or more common to call it the source language should retain the meaning of the target language as well.

Aulia (2012) adds that if there are no words that match in the target language, translators must be able to grasp the translation method and use it. Additionally, putting the translation method into practice will help the translator get satisfactory translation outcomes. Before translating something into a target language, the translator must be able to thoroughly well understand the source language. To generate a high-quality translation, a translator must be concerned with linguistic meaning, style, form and grammar equivalence. Song translation is a challenging procedure since the rhyme is something that the translators must pay attention onto it for the music as well as the original lyrics' meaning when producing the translated version of the song (Stephenson, 2014). As a result, by carefully choosing the words, song translators must deal with both the meaning of the lyrics and the rhythm of the music. They must make sure that the lyrics not only convey the original message but also have a similar or nearly identical number of syllables to the original lyrics to be able to create the singable translated song.

The song lyrics translation methodology from Indonesian to English is an interesting one to research because the two nations have diverse languages and customs. The next step for song translators is to make sure that the message of the original lyrics can be expressed in the target language and turned into singable song

lyrics. The trend of covering song that has been greatly increased and this trend leads not only to singing the original song in the source language but also to transfer it to foreign language as the target language. There are some Indonesian songs that have been transferred to foreign language and sung by the foreigner. One of the singers is Emma Heesters. She is an American singer who is successfully sing several Indonesian songs into English. Translators should also take into account five factors while creating song translations: singability, sense, naturalness, rhythm, and rhyme (Low, 2013). To successfully translate a song, translators must strike a balance between these five characteristics, being careful not to highlight any one of them over the others. Since the translator might view the song's music as the most crucial component of the translation, another choice is to create new lyrics to the original music. The following option for the translator is to modify the music to the translation in order to maintain the meaning. The last possible solution is to modify the translation to match the original music. To develop target lyrics that match the song's original music, the translator alters the translation of the source lyrics.

While music is an integral part of our everyday lives and many well-known songs have undergone translation of some kind, song translation remains a scarcely discussed subject and when it is studied it mostly concerns musical and opera translation. The translation of popular music, although a common phenomenon is rarely discussed. This study, however, focused on translations of popular music, mainly due to the consensus that popular music often is translated for profit and often at the cost of semantic closeness.

The researcher concentrated on Emma Heesters' song lyrics translation in this study. Emma Heesters is now a Dutch singer and TV personality who is better known for her YouTube covers.

1.2 The Problems of the Study

In light of the foregoing context, the following problems are stated as research challenges:

1. What methods were used in the English translated song lyrics sung by Emma Heesters?
2. How were the methods realized in the song lyrics translation into English?
3. Why were the methods used in translating the song lyrics?

1.3 The Objectives of the Study

In line with problem, the objectives of this reasearch are as the following:

1. to categorize the methods used in the translations of song lyrics from Indonesian into English,
2. to analyze the realizations of the methods in the translations of the songs lyrics, and;
3. to explain the reasons for the use of methods.

1.4 The Scope of the Study

This research focused on examining the kinds of methods employed by the translator when translating Emma Hesteers' song lyrics from Indonesian to English by using Newmark theory (1988) which there are eight kinds of translation methods: Word for word translation, literal, faithful, semantic, communicative, idiomatic, free and adaptation.

Here are the titles of the song lyrics translated:

- 1) *Cinta Luar Biassa* (Incredible love)
- 2) *Maafkan Aku* (Forgive me)
- 3) *Lebih Dari Ego* (More than my ego)
- 4) *Pura – Pura Lupa* (Pretend to forget)
- 5) *Hanya Rindu* (Just missing you)

1.5 The Significance of the Study

In respect to the study's issues, the study's objectives are as follows:

1. Theoretically
 - a. It is expected that the findings potentially to enrich the research references in the field of translation, and;
 - b. to gives more understanding about translation methods for the song lyrics translation process.
2. Practically

The findings of this research can be useful for readers in understanding the translation methods in the field of song lyrics translation.

