

CHAPTER I

INTRODUCTION

A. Background of the Study

Many people nowadays enjoy listening to popular songs. Popular songs are songs that come from various genres, such as Pop, R&B, hip-hop, and other types of songs. However, we need to know that music trends will always change depending on the time and place, and the popularity of a song can change according to the listener's interests. Not only local songs, but international songs also attract a lot of attention. Some examples of popular songs are songs from famous artists such as Justin Bieber, One Direction, Bts, Blackpink, and songs from other artists. Foreign popular songs will certainly use foreign languages for the lyrics, one of the most widely used languages is English.

Listeners can enjoy a song just by listening to the rhythm and music, but they can also enjoy the songs a more when they can understand the meanings. Understanding the message that the vocalist is attempting to express through the song is crucial to understanding the lyrics of a song. We can easily comprehend the meaning of each song's lyrics by translating the entire song.

Nida and Taber (1991) state that translation is the process of revealing the message's contents from the source language to the target language in terms of both meaning and linguistic style. Even though the grammar is altered, the meaning of the statement remains the same. According to Newmark (1988), the purpose of translation is to maintain the functional meanings that are most

important while transferring the meaning from the source language to the target language. The most important aspect of translating is to ensure the target text accurately and appropriately conveys the meaning of the source language. As a result, it can be said that a translator in the translation process uses more than just their language skills to convey the meaning of a text into the target language; instead, they also use their intelligence, intuition, knowledge, and imagination to express an idea of the source language (Kubaszczyk, 2016).

One kind of translation is song lyrics, which are more difficult to translate because they share a form with poetry (Nida, Charles & Taber, 1969; Raffel, 1988; Newmark, 1991 ; Bassnett, 2002). In order for the reader to get the meaning of the song lyrics and learn them by heart, the translator must employ a certain method while changing the form from the source language to the target language.

Due to the prevalence of song lyrics translation in daily life, the researcher decided to examine the translation method in song lyrics. And the songs that would be looked at in this study are those performed by a well-known international singer named Harry Styles, a former member of the boy band One Direction who is well-known in a variety of social circles. His 48.8 million instagram followers provide as evidence for this.

(<https://instagram.com/harrystyles?igshid=MmJiY2I4NDBKZg==>)

Harry Styles is a singer and songwriter from England. Harry's House is his third album, and it was officially released on May 20, 2022. There are 13 different types of songs on this album, which managed to become the best-selling vinyl in

2022 or at the start of the album's release. This album was also the winner of the 2023 Grammy Awards for album of the year. The lyrics and instruments in each song on Harry's House album, are primarily his own contributions to the story of Harry's own experiences during the last pandemic. Many listeners, including researchers, claim that this album's song lyrics are about the purpose of life, loving oneself, how we regard others, the emotions we frequently feel in daily life, and love for others. Basically this song explains a lot about feelings in life. As an illustration, listen to the line from the song As it was that says : "Answer the phone, Harry you're not good alone. why are you sitting at the house on the floor? what kind of pills are you on? This piece of lyrics is about the opinions and concerns regarding the feelings that the songwriter is having.

Table 1.1 Here is an example of preliminary data that the researcher obtained and examined using Newmark's (1988) theory of translation methods.

Table 1.1 Preliminary Data

Source Language (SL)	Target Language (TL)	The translation methods	Reasons
I want you to hold out the <i>palm of your hand</i> , (As it was, line 4)	Aku ingin miliki kendali atas dirimu	<i>Idiomatic Translation (Foreignization)</i>	The way the translator translates the lyrics by reproducing the message of the lyrics by preferring colloquialisms and idioms where these do not exist in the original.
<i>Why don't we leave it at that?</i> (As it was, line 5)	Mengapa kita tidak membiarkan ya begitu saja?	<i>Literal translation (Domestication)</i>	The way the translator translates the lyrics by adjusting the word order according to the grammatical language.

After having analyzed the above preliminary data, the Indolirik you tube channel uses the idiomatic and also literal translation methods. So, the translator system uses these two different methods to preserve the message.

The lyrics and word choices in the songs on this album are highly intriguing, and they frequently employ figures of speech, which is why the researcher is interested in analyzing the translation methods used in this album, for example : including to the lyrics in the song entitled **Matilda** "*you're just in time, make your tea and tour toast. you framed all your posters and dyed your clothes...*" The meaning of this lyric is *someone who grows up and can take care of herself well*. Another reason is because many people enjoy his work and music, as seen by the accolades he has gotten for his music albums, including the Grammy nomination for Album of the Year 2023 and the BRIT Award for Best British Single in 2021 and 2023. Juno award for International Album (2023), American Music Award for favorite Pop/rock album (2022), and other awards. In addition, Harry styles has also reached 14.3 million subscribers on his you tube account and the total audience of his you tube channel has reached 5,528,380,935 views. And researcher chose the you tube channel "*Indolirik*" because this channel has reached 1.49 million subscribers and has uploaded 1.7 thousand videos on its you tube account and the total number of views of all its videos has reached 841,159,636 views (http://www.youtube.com/@indolirik_). Therefore the researcher is interested in researching what methods are often used by the "*Indolirik*" Channel in translating each song, especially the song "*Harry's House*".

B. The Problems of the Study

The research problems were formulated as follows:

1. What kinds of translation methods are used in translating “*Harry’s House*” album lyrics?
2. How are the methods realized in translating “*Harry’s House*” album lyrics?
3. Why are the translation methods used as they are?

C. The Objectives of the Study

In analyzing the problem of the study, the objectives of the study would be discussed as follow :

- a. To find out the kinds of translation methods used in translating “*Harry’s House*” album lyrics.
- b. To explain the process of the translating “*Harry’s House*” album lyrics.
- c. To find out the reasons why the translation methods are used as they are.

D. The Scope of the Study

In collecting data for this study, the researcher will limit this research only focusing to the analysis of translation methods used in translating “*Harry’s House*” album lyrics and the process of translating “*Harry’s House*” album lyrics on the “*Indolirik*” you tube channel.

E. The Significances of the Study

The findings of this study are expected to be useful and relevant to:

1. Theoretically

- a. Students who are studying the language or are interested in analyzing the method of translation.
- b. It can be used as the references for the other researchers to make findings in a related subject or further study.
- c. Readers who want to expand their insight and obtain more knowledge and information about translation methods.

2. Practically

- a. The readers can find out the quality of the translation applied by the Indolirik You Tube channel for each translated songs.
- b. It can be used as an example in using the translation method when translating songs.