CHAPTER I

INTRODUCTION

A. Background of the Research

A translator must understand and use appropriate translation methods to get excellent and acceptable translation results in the target language. It is because translation does not only change the source language into the target language but also deals with sociocultural influences and the formation of cultural identity. Cultural differences between the source and target languages can cause misunderstandings in the meaning of a word, phrase, clause, or sentence. Thus, translating it will produce equivalence between the source and target languages.

Equivalence of translation is similarity in meaning in the source language and target language. Translators must also understand formal and dynamic equivalences to produce an exact equivalence between the source and target languages. Formal equivalence means maintaining the message in the text, both form and content. The message in the recipient's language must be as close as possible to the source language. Meanwhile, dynamic equivalence is the closest natural equivalent to the source language.

In particular, translation is transferring, changing, reproducing, or replacing from the source language into the target language by considering the equivalence of the meaning closest to the source language and the transfer of language as naturally as possible in the target language. Almost every

aspect of life, particularly the interactions between speech communities, can be relevant to translation, a discipline concerned with how meaning is generated within and between different groups of people with diverse backgrounds. Translation acts as a bridge between the differences in the source language and the target language.

From time to time, with the development of the era, human life is attached to various types of literary works. Hence, it cannot be denied that translation can help humans connect with or understand the meaning embedded in literary works. Such as songs, novels, and films available in foreign languages. Songs have excellent traction in a society where songs coexist with everyday life. Songs come in various styles to appeal to multiple musical tastes. Songs are messages, poems, words, phrases, clauses, sentences, and someone's expressions that are poured in the form of lyrics and conveyed through songs. The song is for entertainment and represents a message through every word in the lyrics.

Not only that, song lyrics are literary works that contain terminology that describes writing using inventive metaphors, well-transformed phrasing, catchy syntax, rhyme, and alliteration, and are intended by the lyricist to be read aesthetically in lyricist interpretation. Song lyrics cannot be easily translated into other languages because the translator must pay attention to choosing diction when translating songs. The translator must adjust to the melody of the original piece. Besides that, in translation, there is conformity between the source language and the target language, where the meaning

contained in the lyrics of a song must have a purpose that is what the songwriter intended.

The researcher offers examples of analysis from two similar studies to better understand and provide a more explicit description of this research. The first is from Yunisa with the object data lyrics of the song Avenged Sevenfold Dear God Indonesian version (2020, p. 95).

SL: "A lonely road, crossed another cold state line."

"Miles away from those I love, purpose hard to find"

TL: *"Jalan sepi di batas kota ini"*

"Jauh dari seseorang yang aku sayangi"

The lyrics "A lonely road, crossed another cold state line" translate to *"Jalan sepi dibatas kota ini"*. The meaning conveyed in the source language is acceptable in the target language; accordingly, the translation of these lyrics is proper. In this translation, the word "cold" is omitted. The term "cold" in this lyric describes that this song was created when the temperature was cold, 6 degrees Celsius in the source language. In the target language, the word "cold" is omitted to adjust to the actual situation.

The following line in the lyrics, "miles away from those I love, purpose hard to find" translates to *"jauh dari seseorang yang aku sayangi"*. The part "purpose hard to find" is not translated into the target language in this translation. This omission does not change the context of the lyrics because the focus in the source language is still clearly translated, so the results of this

translation can be accepted. In translating the two lines of the lyrics above, the translator uses the adaptation method from Newmark.

The second is from Maryati with the object data song lyrics Let It Go sung by Demi Lovato and *Lepaskan* sung by the artists (2016, p. 35).

SL: "The cold never bothered me anyway"

TL: *"Rasa dingin tak pernah mengganggguku"*

In the lyrics above, "the cold never bothered me anyway" is translated as *"Rasa dingin tak pernah mengganggguku"* where the source language is changed to the target language equivalent and the construction of the target language is similar to the source language. It is just that the word "anyway" is missing in the target language text. Which, if translated, becomes *"rasa dingin tak pernah mengganggguku pula"*. The term *"pula"* is unacceptable for song lyrics in the target language. Thus, the translator removes the word "anyway". Equivalence in this lyric translation is formal equivalence because the form and content similarly affect song lyrics in different languages.

Based on the explanation above, researcher interested in conducting similar research by utilizing technological advances, researcher using object data translation of Adele's song lyrics available on the Indolirik YouTube channel. In the current era of development, it makes it easy for everyone to access or search for various kinds of songs with translated lyrics anywhere and anytime. Many music provider platforms are easily accessible and can be used by the public. Therefore, the researcher uses YouTube as one of the

platforms that is growing rapidly and is most widely used today. YouTube allows users to share, upload, and watch videos.

To be precise, YouTube was founded 18 years ago, on February 14, 2005, in the United States of America, and it operates worldwide. The researcher chose the Indolirik YouTube channel because Indolirik is a channel that provides translations of Western song lyrics and has been running since June 2016 with 1.9 thousand videos currently. This account is followed by 1.71 million subscribers on this channel when this research took place. The use of the Indolirik channel was strengthened after conducting a simple interview with the translator on the channel, indicating that the translator had studied English. Many Western songs are available, including Adele's song. Adele is a British singer who was born on May 5, 1988. Adele, a singer who is also a songwriter, usually uses figurative language to make songs more interesting to sing and conveys the song's meaning verbally, implicitly, and using unique sentences.

Adele makes listeners feel like sharing emotional experiences with others through the lyrics written by Adele and instruments that blend with the lyrics. Pain, sadness, and misery are needed to give meaning to a piece. Adele's songs convey that people are not alone in their sorrow or worry. As one of the most famous vocalists in the world, Adele has won many awards since starting a career in the music industry. All of Adele's albums have succeeded. Each album has its own nicknames, such as "heartbreak album", "recovery album", and "recover lost time album". One of the best-selling

music artists, with sales of over 100 million records worldwide. Adele's songs have received many awards. Among others, Adele's songs won many awards at the Grammy Awards, Brit Awards, Academy Awards, Golden Globe Awards, Primetime Emmy Awards, Billboard, etc.

The lyrics of Adele's songs, which are always presented in a series of unique and beautiful sentences, are strengthened by the awards achieved by all of Adele's albums. This is why the researcher chose Adele's song lyrics for this research. Based on all the above explanations, the researcher conducted this research titled "Translation Method in Adele's Song Lyrics "Water Under the Bridge" by Indolirik". This research will focus on analyzing the translation method of Benny Hoed and determining the type of equivalence from Eugene A. Nida. Which is used in translating Adele's song "Water Under the Bridge" lyrics on the Indolirik YouTube channel.

B. Question and Scope of Research

1. Question of the Research

Based on the background above, the formulation of the problem is as follows:

a. What translation method does the Indolirik YouTube channel used in translating Adele's song lyrics "Water Under the Bridge"?

b. What kind of equivalence is found in translating Adele's song lyrics "Water Under the Bridge"?

2. Scopes of the Research

Then, in this study, the researcher focuses on analyzing the translation method and equivalence used by the Indolirik YouTube channel in translating lyrics of Adele's song entitled "Water Under the Bridge" on album 25 using Hoed's (2006) translation method theory and classifying the types of equivalence using Nida's (1964) approach.

C. Objective and Significance of the Research

1. The Objective of the Research

Based on the research problems mentioned above, the researcher explains the purpose of this study as follows:

a. To find and analyze the methods used in translating the lyrics of Adele's song "Water Under the Bridge" on the Indolirik YouTube channel.

b. To identify the equivalence contained in the translation of the lyrics of Adele's song "Water Under the Bridge".

2. Significance of the Research

Through this research, the researcher hopes that it will be helpful to readers, especially STBA JIA students. The researcher hopes this research can provide more insight and knowledge about appropriate translation methods and equivalence in translation theory. The results of this study are also expected to be a reference for other researchers in the future.

Practically, this research is expected to help readers as a source of information about translation learning to produce better translation results. Especially in terms of translation methods and equivalence that can be done in literary works such as film subtitles, novels, songs, etc.

D. Operational Definition

After reading several books regarding the opinions of experts, the researcher concluded the definition as a reference in this study as follows:

1. Translation

Translation is the act transferring or conveying the meaning or message from one language to another by considering the meaning of the source language.

2. Translation Methods

The translation method helps the translator make a more precise translation from the source language into the target language.

3. Equivalence

Equivalence in translation means finding the closest and most natural equivalent of the source language into the target language and equivalence is the suitability of the message content from the source language into the target language.

4. Song

The song is an art medium that can convey messages in a better way, many songs and types of genres including the language patterns used to convey a message.

E. Systematization of the Research

Systematization of the research means conveying the research in a well-edited composition. This research is divided into five chapters, as follows:

Chapter I explains the background of the research, questions and scope of the research, objectives and significance of the research, operational definition, and research systematization.

Chapter II is a theoretical description that contains the definition of translation, the kind of translation, the process of translation, the translation method, the equivalence of translation, song and lyrics, and related research.

Chapter III includes the research methodology, time and place of Research, research procedures, data collection techniques, data analysis techniques, data sources, and qualitative validity.

Chapter IV includes the data description, data analysis, and interpretation of research findings.

Chapter V explains conclusions and suggestion.