

CHAPTER I

INTRODUCTION

This chapter outlines the background of the study, the research problems, objectives, and significance. It also provides a brief explanation of the definitions of key terms used in the research to avoid ambiguity.

1.1 Research Background

Translation plays an important role in bridging cross-cultural and linguistic communication gaps (Kuzenko, 2017, p. 40). It can help overcome language barriers and make individuals who speak different languages able to understand each other. Additionally, translation helps spread content from different places and ensures the content is culturally relevant and emotionally resonant to the target audience.

In the context of globalization, one of the fields where translation is increasingly needed is in multimedia content, especially in the entertainment and education industries. As noted by Le Quang Dung, the demand for localization services has surged...reflecting a broader trend towards culturally adapted content in global markets (2021, p. 171). Among multimedia content, nursery rhymes is one of most popular forms among children and serves as an important tool in early childhood education especially with the rise of children's media like YouTube.

Nursery rhyme can be defined as a short poem or song for children, usually composed by an anonymous poet; these verses are "highly rhythmic, tightly rhymed, and popular with small children" (Temple, Martinez, & Yokota, 2015, as

cited in Khaeri, Atmowardoyo, & Muliati, 2022, p. 260), present specific challenges in translation. Some of the challenges in translating nursery rhyme involves preserving meaning while adapting rhyme, rhythm, and educational elements to the target language.

One of the most popular media for presenting nursery rhymes is the Cocomelon YouTube channel. According to Statista (2024), a German online platform specializes in data gathering and visualization, this channel holds the position of the most-subscribed YouTube made-for-kids channel as of July 2024, with over 178 million subscribers and billions of views. CoComelon is an American animated series launched on YouTube in 2006 under the name Checkgate, later renamed ABC Kid TV, and officially rebranded as CoComelon in 2018 after adopting 3D animation and introducing its main characters like JJ and his family (Cocomelon). Now managed by Moonbug Entertainment, part of Candle Media, the series is distributed across more than 150 platforms worldwide, including Netflix, YouTube Kids, and Disney+ (Moonbug). To expand its global reach, CoComelon has been localized into various languages. The Bahasa Indonesia version was officially released on November 27, 2021, by i-Yuno Media Group Indonesia through the CoComelon Indonesia YouTube channel and local TV networks. While the original English nursery rhyme lyrics were written by Inja Kim, Tyler Hindsley, and Soojin Jeon, the Bahasa Indonesia translation was carried out by Setiani Utomo, Elda Indria Sari, Dyah Setyoningsih, and Amir Fikri, with Bobi Maesya serving as the language editor (Shazam). This collaborative effort aimed to ensure that the localized version retained the clarity, tone, and child-friendly nature of the original songs.

Translating Cocomelon content is a crucial process that must be effective given the importance of early learning to ensure that educational and emotional messages are successfully delivered to children in different linguistic contexts. Translation studies offer helpful insights into this process, which explains the theory, description, and application of translation. One of translation applications proposed by Catford (1965) in his book *A Linguistic Theory of Translation*. Applying Catford's theory to nursery rhyme translation is particularly relevant, as such texts involve unique linguistic and aesthetic features.

Catford (1965, p. 73) emphasizes the importance of understanding changes in translation categories in the translation process. This refers to the shift in meaning and structure of the native language into the target language. In Catford's theory, there are four types of category shifts: **structural shifts**, **class shifts**, **unit shifts** and **intra-system shifts** (1965, p. 76). These shifts occur when translators need to adapt the source language elements to match the linguistic and cultural norms of the target language.

Adapting English nursery rhymes into Bahasa Indonesia requires changes not only in grammar and vocabulary, but also in structure and form to preserve the song's rhythm and educational value. Inappropriate application of these shifts can lead to loss of meaning, disrupted rhythm, or reduced impact on child audiences.

However, shifts alone are not enough to ensure a good translation. Translators also need to apply certain strategies to keep the meaning, rhythm, and educational value of the song. These strategies may include adaptation, simplification, or replacing words to suit the local culture. Therefore, it is important not only to

identify the types of category shifts that occur, but also to understand how translation strategies are used to support those shifts in the context of children's songs such as song translation strategies theory by Åkerström (2009).

There are several previous studies that have similarities with this research, both in Catford's shift category theory or the translation of Nursery Rhyme.

First, an article journal by Halimah and Annisa Nuryanti (2023). The title of this study is "Translation Techniques and Category Shift in English Translation of Bahasa Indonesia Song Lyrics", examined translation techniques and category shifts using Newmark's and Catford's theories. The findings revealed that free translation was the most frequently used method, and unit shift was the most dominant category shift, showing that these approaches help make the lyrics sound more natural and culturally appropriate.

Second, thesis written by Fatahillah (2022) entitled Nursery Rhymes Localization in Little Angel Bahasa Indonesia YouTube Channel. In this thesis, the localizer aimed to make the song singable while maintaining the meaning, making it easy to memorize and remember. Therefore, the study used Dinda Gorlee's theory (2005) to analyze paraphrasing strategies, including restyling, reprashing, rewording, summarizing, neutralization, specification, information reduction, and explication. The writer also used Kindl's theory to analyze changes in vocal presentation, verbal text, instrument, and musical structure.

Third, an article journal by Putri and Nugroho (2022), with the title study "Translation Strategy of Analyzing the Song 'Mine' in English and Bahasa Indonesia Version", used translation strategies from Åkerström (2009) and

Chesterman (2016). They found seven different strategies applied line by line through a qualitative descriptive method.

Those are several studies in the similar field with this research. Various studies have similarities in Catford's category shift translation as grand theory but have different object variables such as general short stories, and cover songs from Bahasa Indonesia into the English version. and there is several research about nursery rhymes as objects, but uses other theories to analyze it such as Dinda Gorlee's theory.

The main focus of this research is to analyze the translation of nursery rhymes from English into Bahasa Indonesia using Catford's theory (1965) of category shifts. In addition, the study also examines the translation strategies by Åkerström (2009) used to support these shifts in order to maintain the original meaning, rhythm, and educational value of the songs. By analyzing both the types of shifts and the strategies applied, this study aims to enrich the understanding of translation practices in children's media content.

Based on the phenomena and statement above, the writer is encouraged to entitle the research as follows: Category Shifts in Translating English Nursery Rhymes into Bahasa Indonesia on the Cocomelon YouTube Channel.

1.2 Statements of Problem

In general, nursery rhymes are designed to convey meaning, rhythm, and educational value effectively to young audiences. However, when translated into

another language, the lyrics must be adjusted to fit the linguistic and cultural context of the target audience. In the case of Cocomelon's nursery rhymes, the translation from English to Bahasa Indonesia often involves shifts in language structure and word choice, commonly referred to as category shifts. These shifts, along with the use of various translation strategies, may affect the original rhyme's meaning, rhythm, and educational value. This raises important questions about how effectively the translations preserve the original function and communicative purpose of the songs.

In line with the statement of the problem above, this research seeks to address the following questions:

1. What types of Category Shifts occur in the translation of nursery rhymes from English into Bahasa Indonesia on the Cocomelon YouTube channel?
2. What translation strategies are used to support the application of category shifts in the translation of nursery rhymes from English into Bahasa Indonesia on the Cocomelon YouTube channel?

1.3 Research Objectives

Based on the research questions, the objectives of this study are as follows:

1. To identify and explain the types of Category Shifts that occur in the translation of nursery rhymes from English into Bahasa Indonesia on the Cocomelon YouTube channel.

2. To analyze the translation strategies used to support the application of category shifts in the translation of nursery rhymes from English into Bahasa Indonesia on the Cocomelon YouTube channel.

1.4 Research Significances

The writer expects this research to give useful information to the readers and the writer himself, both theoretically and practically. The significance of this study can be seen as follows:

1.4.1 Theoretically

1. The result of this research is expected to enrich knowledge about translation theory, especially regarding Category Shifts proposed by Catford and Translation Strategies introduced by Åkerström, within the context of translating nursery rhyme lyrics from English into Bahasa Indonesia.
2. This research is expected to contribute to the development of translation studies in the fields of literature and linguistics, particularly in understanding how translation shifts and strategies can affect meaning, rhythm, structure, and audience reception in translating nursery rhymes from English as the source language into Bahasa Indonesia as the target language.

1.4.2 Practically:

1. For education

This research may serve as a meaningful teaching reference in courses

related to translation theory, especially in explaining the application of Catford's Category Shift and Åkerström's Translation Strategies. It offers a concrete example of applying these theories to digital children's media.

2. For university students

This research is expected to help students better understand the use of category shifts and translation strategies in practical translation tasks. It can improve their comprehension of accurate, creative, and culturally sensitive translation practices.

3. For future writers

The findings of this research are expected to be a useful reference for those conducting similar studies in the field of translation, especially involving song lyrics. It may also inspire further research using different text types or theoretical frameworks.

4. For translators

This study provides a reference and practical insight into how to translate nursery rhymes effectively. By understanding both category shifts and translation strategies, translators can produce translations that preserve meaning, rhythm, rhyme, and educational value, while also adapting culturally to the target language audience.

1.5 Definition of Key Terms

To avoid misunderstanding and to clarify the scope of this research, several key terms used in the study are defined as follows:

1. Translation

Translation refers to the process of transferring written text from a source language (SL) into a target language (TL) while maintaining the meaning, style, and intent of the original message (Catford, 1965, p. 20).

2. Category Shift

Category shift is a change that occurs in translation when the linguistic category in the source language is translated into a different category in the target language (Catford, 1965, p. 73). According to Catford (1965, p. 73), there are four types of category shifts: structure shift, class shift, unit shift, and intra-system shift.

3. Translation Strategies

Translation strategies are planned methods used by translators to solve specific problems during the translation process. Åkerström (2009) divides them into non-strategic (e.g., word count, syllable alignment) and strategic strategies such as word-for-word translation, literal translation, paraphrasing, addition, omission, metaphor, rhyme, borrowing, and interpretation. These strategies help maintain the function and singability of the lyrics.

4. Nursery Rhyme

Nursery rhyme refers to a short, traditional poem or song for children that often includes rhyme, rhythm, and repetition (Temple, Martinez, & Yokota, 2015, as cited in Khaeri, Atmowardoyo, & Muliati, 2022, p. 260). In this study, nursery rhymes are taken from the Cocomelon YouTube channel in both English and Bahasa Indonesia versions.

5. Cocomelon

Cocomelon is an educational YouTube channel that produces animated nursery rhyme videos for children originally from United States. It provides content in various languages, including English and Bahasa Indonesia (Cocomelon, 2025).

