

CHAPTER I

INTRODUCTION

1.1 Background of The Research

In this modern era, learning English is one of important things to do in human life. It happens because English language is the main language to use for communication by people around the world. English Department of Islamic State University of Sunan Gunung Djati Bandung provides two courses related to message transfer. Both two courses are translation and interpreting. On the other hand, translation is a subject in learning English that has important role. It is obviously shown in daily activity of human life. In communicating, translation uses to transfer a language to another language. Translation also helps people to understand another language by its language system, characteristic, and culture of the language. Suryawinata and Hariyanto (2003) explain that translation is a process to understand target language meaning that equal toward the source language meaning. It means that translation is a deal between two languages. Translation has a relation into transferring information and contents from SL to the TL that makes the ideas and messages becomes main aspect of its translation.

Translation development nowadays greatly helped by the presence of digital era. People create a lot of online platforms, one of them is social media. Social media becomes important role holder in communicating between people in their life. One of the most popular social media used is YouTube. YouTube is an online platform that provides sharing videos as its main characteristic. This online

platform allows user to upload, watch, and share videos. People also access YouTube to enjoy many contents inside. The videos that available in YouTube consist of various kinds. There are so many categories such as Film and Animations, Music, Sports, Gaming, Education, Comedy, Technology and Science, Daily Video Blog, Entertainment, News, Politics, and many more.

Music category is one of the most popular categories to watch by users in YouTube platform. Thibeault (2009) explains that YouTube is a part of technology to perceive music, audience, and musician. It makes every human group really take advantage of the ease to access YouTube. Artist, musicians, politicians, students, and everyone can use YouTube platform for the things they want.

About music category, there are some musicians that started their careers through YouTube social media platform. Cayari (2011) explains that YouTube allows their users to make many audiences. It is possible for everyone to share their talents and creativity through YouTube platform and made YouTube as new venue for their expression. As shown how easy YouTube to access, people easily enjoy music contents that is available in YouTube.

Music contents that is available in YouTube come from every country around the world. English as international language also takes main role in music contents. There are so many music videos that used English language as their lyrics. So that to know the meaning of the lyrics, translation helps people to understand the lyrics meaning.

Indonesia, as developing country also do not want to miss any development of music industries through YouTube. People translate a language into their

language to get to understand meaning and information from another language. Bassnett (2013) stated that translation activities have been done in kind of activities for special purposes related to property rights. That is what happened in YouTube. Some content creators in YouTube use this activity to gain audiences that want to know meaning of song's lyric from music video.

Music is one of important sources in entertainment. At this present time, music development through YouTube platform grows very fast in Indonesia. As shown in YouTube when there are new music videos released especially from top musicians. People spends their times to watch the music videos. Even most of music videos use foreign language, but there are so many that use English language as main language for communication.

One of top musicians that popular in YouTube is a music group that come from United States named Maroon 5. Genre of this music group is pop rock. This music group consists of several personnel, there are Adam Levine as main singer, James Valentine as main guitarist, Morton and Jesse Carmichael as keyboardists, Matt Flynn as drummer, and Sam Farrar as bass guitarist. Some popular songs that they were produced such as *Payphone*, *Daylight*, *Moves Like Jagger*, *Sugar*, and many more. Their music videos got many audiences in YouTube platform. It caused people from around the world are exciting to watch and enjoy their music videos that using English as main language for its lyrics.

Based on that phenomenon, the researcher was interested to research on translation of the music lyrics in YouTube. The researcher wanted to analyze what translation techniques used by people in translating music lyrics of Maroon 5's

songs. Besides that, the researcher also wanted to know how the translation technique used affect the target language meaning of the music lyrics. The reasons that make the researcher chosen music lyrics of Maroon 5's songs are Maroon 5 is a popular music group that liked by most people around the world, they won many awards such as Grammy Award, Billboard Music Award, and another awards, and also many people from Indonesia that were watched and liked their music videos of Maroon 5.

1.2 Statement of the Problem

Based on the background, the researcher found the problem that the translation in translating music lyric is still less quality. The problem can be formulated into research questions as follows:

- a. What the most dominant translation techniques are used to translate the song lyrics of Maroon 5?
- b. How do the used translation techniques affect the target language meaning of the lyrics of the songs?

1.3 Research Objective

The objectives of this research as follow:

- a. To find out the most dominant used translation techniques in translating music lyrics of Maroon 5's song by translators in YouTube platform.
- b. To analyze the target language meaning of the music lyric translation of Maroon 5's song in YouTube platform.

1.4 Research Significance

- a. This research could give positive affects for theoretical. Theoretically, this research can explain clearly translation techniques by Molina and Albir. Through this research, this research could also give theoretical insight on understanding and using kinds of translation techniques for readers.
- b. Practically, this research could give understanding to the translators especially in YouTube platform to pay attention on using translation techniques that affect the target language meaning of the music lyric videos from English as source language into Bahasa as target language. With the good translation techniques used, YouTube platform would be better platform in giving information for Indonesian people and helping them to get more insight of English language through English songs.



1.5 Conceptual Framework

The researcher used theories as accordance to this research. Theory of translation used as the main theory of this research. Translation is complex process that cannot be finished in only one step. Larson (1984) explains that translation process needs steps that make the translator move and back from source language to the target language to get best result of translation. That statement is in line with translation meaning by

Newmark. Newmark (1988) explains that translation is work that done by translators to replace or substitute a message from a language into another language without reducing or exaggerating the content of the message. In translating, translation techniques were necessarily to use to get a good result.

According to Collins English Dictionary in Machali, (2000), she stated that technique is specific method of doing something activity, that needed practical skill. If that definition linked into translation, Molina and Albir defined (2002) translation technique as procedure for analyze and classify to get equivalence message from source language to the target language. They divided translation techniques into 18 kinds.

The first technique of translation is adaptation. This kind of technique is necessary to translate specific one language into another language culture. For example, there is sentence “*Hatur nuhun, Kang.*” (SL) that is translated into “Thank you, bro.” (TL)

Literal translation is the next technique of translation that translate word or expression for word. For example, “My car parked is in the garage.” (SL) that is translated into “*Mobil saya terparkir di dalam garasi.*” (TL)

The third translation techniques are borrowing. Borrowing is a technique that put a or term from source language into the target language. There are two kinds of borrowing translation, pure borrowing and nature borrowing. Example for pure borrowing is “Android” (SL)

translated into “Android” (TL), while nature borrowing is “Computer” (SL) translated into “*Komputer*” (TL).

Amplification defines as a translation technique that include explanation or information of a term in translating source language into the target language. The example is, “Indonesians known as people that is very friendly.” (SL) that is translated into “*Penduduk Indonesia terkenal sebagai orang yang sangat ramah.*” (TL). There is an explanation or information of Indonesians, it refers to “*Penduduk Indonesia.*”

Calque is a kind of technique translation that translating a word or phrase within adjust grammar of the target language. For example, “Big house” (SL) translated into “*Rumah besar*”

The sixth technique of translation is compensation. Compensation is a translation technique that keep the artistic form or scientific language from both languages. Compensation translation usually found in song lyrics. For example, in a song of cartoon Dora and The Explorer, “If there is a place you’ve got to **go**, I am the one you need to **know**.” (SL) that is translated into “*Jika kau mencari tempat, akulah orang yang tepat.*” (TL) As shown in both languages, the ending of each lyric in each language has the similar pronunciation. That is rule part of compensation translation.

Description translation is a kind of translation techniques that translating a word from source language within uses descriptive addition

into the target language. For example, “Many people from Europe loves to eat Rendang, Indonesian food that made from meat with unique taste.” (SL) that is translated into “*Banyak orang Eropa gemar memakan Rendang.*” (TL). Rendang is described as Indonesian food that made from eat with unique taste.

Another translation techniques are substitution. Substitution is a translation technique that substitute paralinguistic elements to source language into the target language and vice versa. The example, “There are two Japanese that bow each other.” (SL) that is translated into “*Ada dua orang Jepang yang memberi salam satu sama lain.*” (TL). That word “bow” not Albi translated into “*membungkuk*”, it refers to the meaning of gestures that bowing in Japan defines as greeting each other.

The next translation technique is reduction. Reduction translation makes information from source language into target language reduced. For example, “A ring has been stolen last night” (SL) that is translated into “*Pencurian baru saja terjadi tadi malam.*” (TL).

Variation is a translation technique that used to translate source language within adjusting the dialect of target language. For example, “By the way...” (SL) translated into “*Omong-omong...*” (TL).

Discursive creation technique is translation technique that does not really care about detail language switching. This kind of translation technique usually found in title of novel or film. For example, in Mark

Manson's book "Everything is Fucked" (SL) that is translated into "*Segala-Galanya Ambyar.*" (TL) in Indonesian version.

The next is generalization technique. Generalization is a translation technique that used to change specific term from source language into general term of the target language and vice versa. For example, "It takes one hour to go to Kepulauan Seribu by **boat or mini boat**" (SL) that is translated into "*Perlu waktu sekitar satu jam untuk sampai ke Kepulauan Seribu dengan menggunakan **kendaraan laut.***" (TL).

Linguistic amplification is a translation technique that added element of linguistic in translating from source language into the target language. The example is, "An eagle **comes out** and fly over to the stairs to eat the meats." (SL) that is translated into "*Seekor elang **keluar dari sarangnya** dan terbang melewati tangga untuk memakan daging.*" (TL).

Modulation technique is another part of translation techniques. This translation technique that is done by change point of view of source language. This translation technique needs creativity. For example, "My apple was eaten by her." (SL) that is translated into "*Dia memakan apelku*" (TL) instead of, "*Apel milikku telah dimakan oleh dia.*" (TL).

Established equivalent is a translation technique that prioritize the customary side or the fairness side of translation in the target language. It is similar with literal translation. According to Newmark, he stated that we can use generally accepted translation in translating institutional term

(Newmark, 1988). For example, “Senior High School” (SL) that is translated into “*Sekolah Menengah Atas.*” (TL).

Linguistic compression is the opposite of the linguistic amplification technique. Linguistic compression technique is a translation technique that reduces the linguistic elements of the source language. This kind of translation technique usually used in dubbing or interpreting activities. For example, “The zoo show will **put** a happiness to **their faces.**” (SL) that is translated into “*Pertunjukan kebun binatang ini akan membuat mereka senang.*” (TL).

The next translation technique is transposition. Transposition is a translation technique that used to change grammatical structure, change the position of adjectives or even change the plural form to singular with the aim of being adjusted or matched with the structure of the target language. It is similar with calque technique, but the different is transposition technique could change more than phrase and word. For example, “She has **no words** over that case.” (SL) that is translated into “*Dia tidak dapat **menanggapi** atas hal tersebut.*” (TL). The noun phrase “no words” is translated into target language, turns itu verb “*menanggapi*”.

The last is particularization. This particularization technique is opposite of generalization technique. Particularization is a translation technique that translates general terms into specific terms. For example, “*Dibutuhkan waktu satu jam untuk sampai ke pusat kota dengan*

kendaraan darat.” (SL) that is translated into “Need an hour to go to downtown by **car.**” (TL).

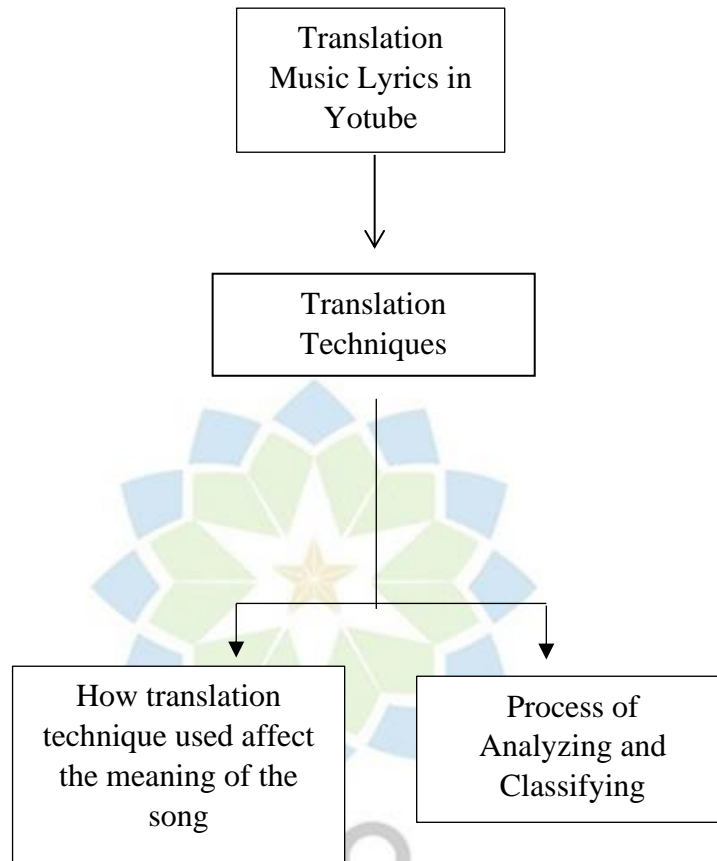


Figure 1. 1

Conceptual Framework of Research

Next, the theory used in this research is pragmatic theory. Pragmatic is a branch of linguistic study. It is related to the meaning of language that deals with what is implied in an utterance. According to Cruse (2000), he defined pragmatic as a study about meaning aspects that are dependent on context. That definition is in line with Mey's. According to Mey (2001), he defined pragmatics study is the use of language in

communication by people that is determined by the society condition. From these two definitions, the researcher concluded that pragmatic is a study of meaning which depends on context on interpretation of linguistic.

Last, the theory used in this research is music theory. This theory used because music is the data of this research. According to Poetra (2006), he defined music as an art that comes from sound. There are four elements of music: dynamic, tone, rhythm, and timbre. Dynamic is the strength and weak of the sound. Tone is regular sound with a certain single frequency and has a certain pitch according to its frequency. Rhythm is the time element in music. While timbre is the distinctive quality of a note in music.

1.6 Previous Studies

There are several previous studies that has related with this research. The first previous studies on translation were written by Auliya Rahmawati (2018). Rahmawati in her study aimed to analyze translation techniques used in Roth's *Divergent*. She analyzed the translation techniques used in translating a novel titled Roth. She also founded that there are 12 of 18 translation techniques used in the novel. The 12 translation techniques used were amplification, adaptation, calque, borrowing, discursive creation, linguistic compression, established equivalent, literal, generalization, particularization, transposition, and reduction. The most translation technique used is borrowing.

The second previous studies were written by Amy (2018). Amy in her study compared translation techniques applied by translation learners and professional. She wrote this study to know the techniques used by learners and professional translators to get naturalness of a translation text. She founded out what most used translation techniques by professional translators and learners affect the naturalness of an article titled *Woman in Gold*. This article was translated by 15 learners and 3 professional translators.

The next previous studies were written by Della (2019). Della in this research identified three problems of its study. The first, she identified the translation techniques used in *The Translation of Legal Text on Immigration Law*. Next, she identified how the quality of translation. The last, she identified how the translation techniques used could affect the translation quality. The total of data studied by her were 141 data taken.

Based on these previous researches, the researcher finds out that the previous researches did not discuss how translation technique could affect the target language meaning of the message. So, the researcher attempted to analyze what translation technique most used by translators in translating music lyrics of Maroon 5's song in YouTube platform is. The researcher also proposed to analyze how the translation techniques used affect the target language meaning of the lyrics of the songs. According to Molina and Albir, there are 18 translation techniques. They are adaptation, literal translation, borrowing, amplification, calque, compensation, description, substitution, reduction, variation, discursive creation, generalization,

linguistic amplification, modulation, established equivalent, linguistic compression, transposition and particularization (Molina & Albir, 2002).

1.7 Research Method

1.7.1 Research Design

This research was a kind of qualitative research. Qualitative research is type of research that deals with theory understanding (Hadi, 2001). The researcher uses 18 translation techniques theory by Molina and Albir (2002) as main theory of this research.

1.7.2 Sample of Data

The sample of data in this research was taken from translation music lyrics of Maroon 5 songs in YouTube platform. The first example is lyric part of a song titled *Payphone* that is translated by YouTube channel “winmusic”:

SL: “I’m at a payphone trying to call home”

TL: “*Aku di telepon umum mencoba untuk menghubungimu*”

Another example of data is lyric part of a song titled *Memories* that is translated by YouTube channel “DeLirik”:

SL: “Here’s to the ones that we got”

TL: “*Ini untuk yang kita dapatkan*”

1.7.3 Source of Data

This research used primary and secondary sources. The primary data is taken from music lyrics translation of Maroon 5's songs in YouTube channels as main object of the research. The researcher chooses songs of Maroon 5 such as *Payphone*, *Memories*, *Moves Like Jagger*, and *Sugar*. The reasons why the researcher chooses these songs is because they have occupied Billboard Top Charts in each their year releases.

Next, the secondary data. The researcher used material book of translation and dictionary as the secondary sources of this research. Its function was to complete primary source in analyzing the data.

1.7.4 Technique of Collecting Data

The researcher collected the data using observation analysis. According to Gardner (1988), he states that observation analysis is a technique that is free to examine the concepts and categories of each phenomenon and then gives meaning to the research subject. In collecting the data for this research, the researcher used steps as following:

- a. Watched the music lyric video of Maroon 5 songs in YouTube platform.
- b. Transcribed the lyrics chosen as the data that would be analyzed by the researcher.

1.7.5 Technique of Analyzing Data

After collecting the data, the obtained data from YouTube platform was analyzed qualitatively using content analysis technique based on 18 translation techniques by Molina and Albir. Suharsimi (2006) states that content analysis is an analysis method to reveal meaning or message of the data taken. The following steps as below:

- a. Identified the data that has been taken then analyze to kind of translation techniques that would be discussed.
- b. After found out the topic, the researcher classified and discussed the data that relates in this study.
- c. Explained the problem clearly by the researcher.
- d. The last is making summary. It contained conclusions of the research that has been done.

