

CHAPTER I

INTRODUCTION

1.1 BACKGROUND

These days, western songs appear to gain popularity in Indonesia. This phenomenon can be seen by the increasing number of western musicians who held a concert in this country. For youth generation, it can be their chance to see their favorite artist playing live, especially for today's raising star. Some promoters maintain to update their schedule to invite more western musicians that are demanded by Indonesian people, more likely the young generation (Yun, 2008).

These Indonesian young people have been interested in singing and listening to western songs (especially English songs) because the quality of the music is excellent.

Phythagoras is a western mathematician who formulated musical tone as a scientific knowledge. This makes western music considered more seriously, which is created in a good quality and eternity value. (Salim, 2008)

The strengths of western songs not only emerge from their music, but also the powerful appeal of their lyrics. Many western musicians create good lyrics with a good packaging. For example, sad theme lyric would sound more sentimental in Indonesian lyrics than in English ones. This happens because of the different packaging between them.

It would be interesting to examine how English song lyrics that are popular translated in a different language. In Indonesia, there is a magazine that contains English song lyrics along with their Indonesian translation version. The

magazine is called Hot Chord, which is published monthly. In every edition, this magazine contains four Indonesian translation versions of four English song lyrics that have been selected by the editor.

This research investigates the procedures that are used in translating the Indonesian translation of those English song lyrics in Hot Chord magazine.

1.2 THEORETICAL FRAMEWORK

1.2.1 Definition of Translation

There are many definitions given by experts regarding the term translation. Newmark (1988) defined translation as rendering the meaning of a text into another language in the way the author intended to the text. Therefore, translation is a process based on the theory that has possibilities to abstract the meaning of a text from its original forms and reproduce that meaning with the very different form in the second language.

Another expert, Larson (1984) claimed that translation is basically a change of form from the SL into a receptor language (RL) in which the meaning must be held constant. He elaborated that translation consists of studying lexicons, grammatical structure, communication situation, and cultural context of the source language text, analyzing it in order to determine its meaning and the restructuring this same meaning using lexicons which are appropriate in the RL.

Based on the guidelines above, it can be inferred that translation is a process of transferring meaning in one language into another language in the way the SL author intended the text.

1.2.2 Translation Process

According to Newmark (1988), the translating procedure begins with choosing a method of approach. Afterwards, when the process of translation happens, the translation translates in four levels – the textual level, the referential level, the cohesive level and the level of naturalness.

1. The Textual Level

At this level, a translator transposes the SL grammar (clauses and groups) into their TL 'ready' equivalents and the translator translates the lexical units into the sense that appears immediately appropriate in the context of the sentence. The translator's base level when translating is the text. This level is also known as the level of language. In this level, the translator begins and which he or she continually (but not continuously) goes back to;

2. The Referential Level

This level is the level of objects and events, real or imaginary, which he or she progressively has to visualize and build up. This level is an essential part, first the comprehension and then of the reproduction process;

3. The Cohesive Level

This third level attempts to follow the thought through the connectives and the feeling tone, and the emotion through value-free expressions admittedly only tentative, but it may determine the difference between a humdrum or misleading translation and the good one. At this level, a

translator reconsiders the lengths of paragraphs and sentences, the formulation of the title, and the tone of the conclusion;

4. The Level of Naturalness

At this level, the translator should ensure that (1) his translation makes sense and (2) it reads naturally, meaning it is written in ordinary language, the common grammar, idioms and words that meet that kind of situation. Naturalness depends on the relationship between the writer and the readership and the topic of the situation.

Meanwhile Larson (1984) stated that a translation process begins from the form of the first language to the form of a second language by way of semantic structure. In transferring source language (SL) into receptor language (RL), meaning must be retained.

1.2.3 Translation Methods

Newmark (1988) proposes translation method on the basis of language use emphasis – either SL or TL. He classifies this method into eight types: word-for-word translation, literal translation, faithful translation, semantic translation, adaptation, free translation, idiomatic translation, free translation, and communicative translation. He describes it in the form of a flattened V diagram as in the following:

SL Emphasis	TL Emphasis
Word-for-word translation	Adaptation Translation
Literal Translation	Free Translation
Faithful Translation	Idiomatic Translation
Semantic Translation	Communicative Translation

Figure 1.1. Newmark's flattened V diagram of translation method

Newmark explains the above types of translation as follows:

1. Word-for-word translation

This is often demonstrated as interlinear translation, with the TL immediately below the SL words. The TL word order is preserved and the words are translated singly by their most common meaning, out of context. Cultural words are translated literally. The main use of word-for-word translation is either to understand the mechanics of the SL or to construe a difficult text as a pre-translation process.

2. Literal translation

In this method, The SL grammatical constructions are converted to their nearest TL equivalence but the lexical words are again translated singly, out of context. As a pre-translation process, this indicates problems to be solved.

3. Faithful translation

A faithful translation attempts to reproduce the precise contextual meaning of the original within the constraint of the TL grammatical structures. It

transfers cultural words and preserves the degree of grammatical and lexical abnormality (deviation of SL norms) in the translation. It attempts to be completely faithful to the intention and text-realisation of the SL writer.

4. Semantic Translation

Semantic translation differs from faithful translation only as far as that it must take into consideration the aesthetic values (that is the beautiful and natural sound) of the SL text, compromising on meaning where appropriate so that no assonance, word-play or repetition jars in the finished version. Further it may translate less important cultural words by culturally neutral third or functional terms but not by cultural equivalences and it may take other small concessions to the readership.

The distinction between 'faithful' and 'semantic' translation is that the first is uncompromising and dogmatic, while the second is more flexible, admits the creative exception to 100% fidelity and allows for the translator's intuitive empathy with the original.

5. Adaptation

This is the freest form of translation. It is used mainly for plays (comedies) and poetry; the themes, characters, plots are usually preserved, while the SL culture is converted to the TL culture and the text is rewritten. The deplorable practice of having a play or poem literally translated and then rewritten by an established dramatist or poet has produced many adaptations, but other adaptations have rescued period plays.

6. Free translation

This method is reproducing the matter without the manner, or the content without the form of the original. Usually it is a paraphrase much longer than the original, a so-called 'intralingual translation', often prolix and pretentious, and translation at all.

7. Idiomatic translation

This method reproduces the 'message' of the original but tends to distort nuances of meaning by preferring colloquialisms and idioms where these do not exist in the original.

8. Communicative translation

Communicative translation attempts to render the exact contextual meaning of the original in such a way that both content and language are readily acceptable and comprehensible to the readership.

1.2.4 Translation Procedures

A distinction has been made between translation method and procedure. A translation method is related to whole text, while translation procedures are used for smaller units of language. Newmark (1988) proposed several translation procedures as follows:

1. Literal Translation

This procedure converts the grammatical construction of the SL word or sentence to their nearest TL equivalent when lexical words are translated individually and out of context.

2. Transference

This procedure is the process of transferring an SL word to a TL text. It is the same as Catford's transference (Newmark, 1988), and includes transliteration, which relates to the conversion of different alphabet. In principle, by using this procedure, the names of SL objects, inventions, devices, processes to be imported into the TL community should be creatively, preferably 'authoritatively', translated, if they are neologisms, although brand names have to be transferred.

3. Naturalisation

This procedure succeeds transference. Firstly it adapts the SL to the normal pronunciation, then to the normal morphology of the TL.

4. Cultural Equivalent

This procedure is an approximate translation where an SL cultural word is translated by a TL cultural word.

5. Functional equivalent

This procedure is applied to cultural words. It requires the use of culture-free words, sometimes with a new specific term. Thus, it neutralizes or generalizes the SL word and sometimes adds a particular sense. This cultural componential analysis is the most accurate way of translating and also used when an SL technical word has no TL equivalent.

6. Descriptive Equivalent

This procedure has the same rule as Functional Equivalent. The difference between the two is that this Functional Equivalent procedure does not

describe the use or the function of the SL word. Thus, Descriptive Equivalent explains the description of the SL word.

7. Synonymy

In this procedure, translating an SL word means to find near TL equivalent where the precise equivalent may or not exist. This procedure is recommended when there is no clear one-to-one equivalent, and the word itself is not important in the text. This procedure is only appropriate where literal translation is not possible and because the word is not important enough for componential analysis.

8. Through-Translation

This procedure translates literally common collocations, names of organization, the components of compounds and perhaps phrases. It is only used when the users of TL are already familiar and recognize the TL equivalent used.

9. Shifts or Transpositions

This translation procedure is related with a change in the grammar from SL to TL. The grammar change ranges from singular to plural, verb to noun, verb group to verb, adverbial phrase to only adverb. This procedure is used when the translator wants to maintain the stress of the SL sentences.

10. Modulation

According to Vaney and Darbelnet in Newmark (1988), modulation is a variation through a change of viewpoint, of perspective and very often of

category of thought. The first modulation procedure is 'negated contrary'. This modulation replaces the positive word by double negative word or vice versa. Other modulation procedures are 'part for the whole', 'abstract for concrete', 'cause for effect', 'one part for another', 'reversal of terms', 'active for passive', 'spaces for time', 'interval and limits', and 'change of symbols'.

11. Recognized Translation

This procedure is used when the TL already has the generally accepted equivalent for the SL word or sentences. This procedure is sometimes found inappropriate or poor but the users of the TL are fine with that.

12. Translation label

This procedure put an additional and temporary translation of the SL word. Also it allows putting the additional translation plus the literal translation of the SL term. This procedure is usually used to translate a new institutional term.

13. Compensation

This procedure is used when loss of meaning, sound effect, metaphor or pragmatic effect in one part of a sentence is compensated in another part, or in a contiguous sentence.

14. Componential analysis

This procedure is used when translating an SL word. Some parts of the word may be missing due to the lack of TL equivalent. It splits up the SL word into its sense components.

15. Reduction and Expansion

The Reduction procedure removes some parts of the SL phrases or sentences, while expansion does the opposite one. These procedures are performed in translating non-authorize phrase or sentence.

16. Paraphrase

This is an amplification or explanation of the meaning of a segment of the text. It is used in an 'anonymous' text when it is poorly written, or has important implications and omissions.

17. Equivalence

According to Vinay aand Darbelnet in Newmark (1988), the Equivalence procedure implies approximate equivalence, accounting for the same situation in different terms.

18. Adaptation

Also taken from Vinay and Darbelnet, this procedure uses a recognized equivalent between two situations. This procedure deals with cultural equivalent.

19. Couplets, Triplets, Quadruplets

These procedures combine two, three, or four translation procedures respectively for dealing with a single problem in translating.

20. Notes, Addition, Glosses

These procedures are meant to provide the users of the TL additional information about the translated word. Notes are given at the bottom of the page or at the end of one chapter as a way to explain thoroughly or to

cover the best of translation. Additions are written within the text and Glossaries are given at the end of the book.

1.2.5 Criteria of a Good Translation

According to Larson (1984), a good translation should fulfill the criteria such as accuracy, clarity, and naturalness. In the context naturalness, Larson (1984) stated that a translation should be natural and not strange. The use of natural TL structures and the forms in translating are important, because the translation is expected to be effective and acceptable.

Furthermore, a translation is natural if the grammatical patterns and the choice of words are used in everyday communicating and writing of TL speakers. Some other points of criteria that can be used to determine the naturalness of translation are ordinary vocabulary and grammatical patterns, word usage, normal idioms, figures of speech, sentence length, understandability, complexity of clausal embeddings, and word order. The translator should always be fluent, mother tongue speakers of the language into which they are translating and they also should be sensitive to what is considered a natural style of the TL. A translation should not sound like a translation, but rather should sound like a formal discourse of the TL.

1.2.6 Song Translation

There are three points that make a poem and song considered as a literary work, namely imagination, aesthetic, and typical language (Sarinda, 2007). Both

poem and song have some similarities in terms of those three. Therefore, translating a song has similarity to translating a poem. The difference is that a poet will make his or her own melody while a singer has a permanent tone when he or she sings the song.

To master both SL and TL, writing skills and the ability to get into the flavor of the poetry and lyrics are important requirements for the translator. Unlike prose translation, translating a poem or a song takes longer time and requires stewing more. In brief, it takes some extra sensitivity.

According to Armstrong in Ramsogit (2007) the translator must be able to write a song lyric in terms of translating a song. The translator should develop songwriting skills so then he/she could produce a singable version of the translated one that is as faithful as the original one and still capable to sing the song in the right rhythms of TL. When the translation version is not singable, the translator can try to find the message in the original one and get words that express the same and still poetically in the TL.

There are several ways to translate song lyrics if the translator is not capable of finding the same to the original. First, he/she has to find the synonym word in the SL and then translate it. Second, he/she has to deconstruct the phrase by stripping it to its basic meaning to make a new sentence based on the SL idea. Last, he/she has to rewrite the line with a new idea completely that still delivers the message of the SL idea.

The success of the translator in transferring message of the song from SL to TL or on the effect of translation towards its original meaning has been being

the main concern of most of song translation studies whether the translation version is singable or not.

1.3 RESEARCH QUESTION

Based on the explanation above, one research question is proposed in this research. It is as follow:

1. What types of procedure are used in the Indonesian translation of the English song lyrics in Hot Chord magazine?

1.4 AIM OF THE RESEARCH

The aim of the research is:

1. To investigate the procedures that are used in the Indonesian translation of the English songs lyrics in Hot Chord magazine.

1.5 SIGNIFICANCE OF THE RESEARCH

This research is expected to contribute to the students and teachers in improving and developing their translation skills specifically in dealing with song translation. Song translation could be an alternative object material in learning and teaching translation.

1.6 SCOPE OF THE RESEARCH

In compliance with the research question above, the scope of this research is limited to only one editions of Hot Chord monthly magazine which contains Indonesian Translation of English song lyrics.

1.7 RESEARCH METHODOLOGY

1.7.1 Research Method

Determining an appropriate method before conducting research is of great importance. This study applies a qualitative approach that is descriptive in nature. Bogdan and Biklen (1982 as cited in Bandu, 2002: 63) clarify that:

Qualitative approach is descriptive. The gathered data encompasses: transcript, interview, photograph, field notes, video tapes documents and other notes.

In presenting the data, the descriptive analysis method is not generally directed toward hypothesis testing (Arikunto, 2005: 34), but only to describe the existing phenomena and current condition without being influenced by the investigator. In line with this, Best (1979: 166) explain that:

The descriptive method describes and interprets what conditions or relation that exists, opinions that are held, processes that are going on, effects that are evident or trends that are developing.

In advance, since the data are descriptive, the data found are described, analyzed, and interpreted without controlling or giving any treatment to the variable. This study also uses descriptive quantification to examine tendencies.

1.7.2 Data Sources

The data sources of this study were taken from two English song lyrics that were translated into Indonesian version in Hot Chord Magazine, those song lyrics are as follows:

1. Title: If Love Is Blind

By: Tiffany

2. Title: Jealous Guy

By: John Lennon

1.7.3 Data Collection

Some techniques of collecting the data in conducting this study are as follows:

1. Selecting song lyrics along with its translation version as the data.
2. Quoting the original song lyric and its translation version and typing them down in transcript. The translation version is placed next to the original.
3. Analyzing and comparing the translation to the original song lyrics in order to discover types of translation procedures applied.

1.7.4 Data Analysis

In qualitative research, data analysis relies heavily on description, even when certain statistics are calculated they tend to be used in a descriptive rather than an inferential sense (Fraenkel and Wallen, 1990).

In this study, the data collected were analyzed by conducting a research procedure as follows:

1. Selecting the translation version of song lyrics from Hot Chord Magazine.

2. Extracting each translation of the selected song lyrics and placing them next to each line of the original in a transcript.
3. Analyzing and identifying the procedures used in translating each line of song lyrics by using the translation procedures suggested by Newmark.
4. Clustering and counting all lines containing the same translation procedures.

1.8 CLARIFICATION OF THE TERMS

There are two items in this paper which are important to be explained. The terms are as follows:

1. Translation is transferring English song lyrics into Bahasa Indonesia.
2. Song Lyrics are the words that exist in a song.
3. Song is a piece of music with words that are sung to the music.

1.9 PAPER ORGANIZATION

This paper is organized into three chapters, noted as follows:

Chapter I: Introduction

It contains background, followed by theoretical framework, research question, aim of the research, significance of the research, scope of the research, research methodology, clarification of the terms and paper organization.

Chapter II: Findings and Discussions

It contains research findings and discussions. After the data are gained, then the findings are analyzed and presented in a systematic way, followed by discussion upon the findings.

Chapter III: Conclusions and Suggestions

It contains conclusions of the study results and suggestions in accordance with the study.

