CHAPTER I
INTRODUCTION

In this chapter, the researcher presents the background of the study, statement of problems, objectives of the study, significance of study, scope and limitation, and lastly definition of the key terms. Each point is presented below.

1.1 Background of Study

Movie currently becomes an inseparable phenomenon in society since it has a good effect for wellbeing to experience the roles or the emotion that not might be free for them to experience (Shah, 2011). Most famous movies or also known as Box Office movies, however, use English as their main language. Moreover, since the target market of those movies are not only English speaking countries, it makes a gap towards the non-English speaking viewers who not mastering English to follow the movie. In order to overcome such a problem, the producers of those movies also provide a subtitle as another form of translation which facilitate people from any background of languages to understand the movie.

There are types of movie translation, one of which is using subtitle. According to Liu & Jia (2014) subtitle is written texts displayed at the bottom of the movie screen while the sounds of the original dialogue still can be heard, and it can be the translation or transcription of the dialogue that is intended to help viewers to follow and understand the movie. Subtitle has a crucial aspect in the movie industry since it helps people, who their native language is not English to understand the movies. As stated by Isfahani (2011), subtitle is not merely about providing a language product that can be accepted by the target language users but
also other roles beyond it. This point makes subtitle no longer considered simply as one of the translation product but also as a new subject worth to learn.

Walt Disney is one of the famous production companies that known for having produced many outstanding movies, like Aladdin (1992), Pocahontas (1995), Tangled (2010), Frozen (2013), Moana (2016) and other famous movies which translated into various languages. The thing that makes them popular and considered as a remarkable creation is not only just because of the interesting plotline but also supported by its incredible soundtrack.

Soundtrack is audio or music that follows a movie in order to express the condition of the movie, showing the actors’ feeling, also to communicate and showing the emotion to the viewers (Penilaras, 2016). In addition, Aji (2016) also states that soundtrack is one of the crucial aspects in the movies which has a role to give a direct experience to the viewers, to provide them to feel certain emotion and to narrate the story. A well-produced soundtrack will surely make the movie become memorable and recognizable. Since soundtracks of movies carry a huge role on how well the movie will be accepted by the viewers, it makes the translation form of those soundtracks becomes important. However, translating a soundtrack, which also means as transferring a song in its original language into the target language is not an easy task to do.

In movie translation, aside only translating dialogue or speech of the actors, the translator also need to pay attention to the rule of the song translation (Aji, 2016). In contrast with regular speech translation, song translation has certain rules to obey, such as rhythm, note-values, harmonies, durations, phrasing, and
stresses (Low, 2003). In addition, based on Yang (2014) song translation is quite similar to poem translation since both of them have rhyme and rhythm to follow in order to make it sounds natural. However, translating a song is not as simple as it seems. It is not only a matter of transferring the same meaning, but the translator also has to consider the number of the syllables in order to match with its music and note to produce a sing able song (Aji, 2016). In accordance Yang (2014) states that in song translation the translators have to pay full attention to the beauty of music seriously. Due to dialogue translation and song translation have different characteristics, of course the way the source language is translated will also different. Hence, the translators’ judgment in choosing the best strategies on how to translate the lyric is important.

As stated by Pradita (2012), translation product has to carry the closest equivalence in terms of meaning or style of the original work. However, there are always differences occur between the original language and the translated product due to the level of translators’ competence and also knowledge. However, during the translation procedure, the translators are demanded to present a translation product with adequate quality that has the closest equivalence between the source and target language despite of all the problems faced by translators. Translators have also be more careful in translating song lyric which have higher level of difficulty due to its characteristics. Furthermore, the strategies used by translators in order to overcome problems that occur during the song lyric translation can also define its equivalence.
In accordance to this current study, there are two previous researches used as references related to song lyric translation. Firstly, a research conducted by Penilaras (2016) entitled ‘An Analysis of Song Lyric Translation Techniques on Soundtracks of Movie Entitled “The Princess and the Frog”’. This research found that there are six techniques applied in translating the soundtracks of the movie. They are literal translation, modulation, reduction, establish equivalent, borrowing, and the generalization. As for the quality assessment of the translation, she found that 86% with 162 number of data are accurate and 146 number or 78% data are acceptable. Secondly, Kendenan (2014) conducted a research entitled ‘Students’ Strategies in Translating the Lyrics of ‘Ambilkan Bulan’ Soundtrack for English Subtitle’. She found that there are several strategies applied in translating the soundtrack, they are metrical translation, rhymed translation, blank verse translation, and literal translation. The contrariness of this current research and the two previous is the object exerted. This research exerted the lyrics both Bahasa Indonesia and English of three soundtracks that taken from three different Disney movies. Disney movies soundtracks is chosen based on the fact that the movies are considered as successful movies, so that the subtitle provided for the movies are also vary (Sanders, 2017).

Translating song could be problematic and demanding for the translators. In order to achieve the viewers’ satisfaction, translators should consider the song characteristics so that the song is sing-able in both languages. The translators required to be able to convey the meaning in the TL equivalently yet also have to
maintain the notes and music of the song. Thus, the researcher interested in conducting an analysis of song lyrics from the soundtracks of three Disney movies.

1.2 Statement of Problems

In accordance to the background of study, research problems are formulated as follows:

1. What are strategies used in translating song lyric of Disney movie soundtracks from English into Bahasa Indonesia?
2. How is the quality of the translation version in terms of the accuracy and acceptability?

1.3 Objectives of Study

The research problems of this research develop purposes of the research as follows:

1. To describe the strategies applied in translating song lyric of three Disney movie soundtracks from English to Bahasa Indonesia.
2. To explain the quality of the translation version in terms of the accuracy and acceptability.

1.4 Significance of Study

The outcome of this research is expected to help the students or translators in enhancing their comprehension on translation studies particularly on song lyric translation. Specifically, this research is expected to enrich the students’ knowledge on how translating song lyrics is. As for the translators, it is expected for this research to help the translators in applying the right strategies and being consistent
in translating the song lyrics. Additionally, this research is also supposed to be a valuable reference for the next researcher who want to conduct similar research related to song lyric translation.

1.5 Scope and Limitation

This research focuses on analyzing the way song lyric of three selected Disney movie soundtracks are translated and explaining the quality of the translation version related to the accuracy and acceptability. Due to the fact that Disney has produced a lot of movies, the researcher only took three famous soundtracks from three different movies. They are namely: ‘How Far I’ll Go’ from movie entitled *Moana* that produced in 2016, ‘Try Everything’ from movie *Zootopia* in 2016, and ‘For the First Time in Forever’ from movie *Frozen* 2014. These songs are chosen because each of them is the famous iconic song from its respective movie which also famously known by people. The song lyrics translation analyzed here is taken from the subtitle of the movie. The subtitles used in this research are taken from [www.subscene.com](http://www.subscene.com). Since there are many subtitles provided in the site, the researcher only took subtitle that were translated by account under the name *Lebah Ganteng*.

1.6 Definition of the Key Terms

This research presents key terms used in order to avoid some misunderstanding that defined as follows:

1. **Song lyric translation** defined as the process of transforming source language lyrics also its meaning into the target language, which required the product
matches the rhythm and tone of the music in order to produce a natural sound of song (Chaume, 2004).

2. **Translation strategies** defined as the procedures that could be as conscious or unconscious, verbal or non-verbal way used by the translator to solve problems that occur during the translation process with a specific target or consideration in mind (Molina & Hurtado Albir, 2002).

3. **Translation quality** can be defined by the accuracy and acceptability of the translation product. Quality of translation in terms of accuracy in here implies the idea or message in the original work is fully conveyed in to target language. Meanwhile, in contrast with accuracy, acceptability is when the product of the translation can fulfill the requirement of giving the sense of the original, in a way that the reader is unaware that he is reading a translation product (Shuttleworth & Moira, 2017).

4. **Soundtracks** is audio or music that follows a movie in order to express the condition of the movie, showing the actors’ feeling, also to communicate and showing the emotion to the viewers (Deutsch, 2008).

5. **Subtitle** is written texts displayed at the bottom of the movie screen while the sounds of the original dialogue still can be heard, and it can be the translation or transcription of the dialogue that is intended to help viewers to follow and understand the movie (Liu & Jia, 2014).