

CHAPTER I

INTRODUCTION

1.1. Background of the Study

According to Nugroho, et al (2016:103) state Globalization has made a direct impact on the development of translation studies. As the world experiences faster communication and accelerated mobility, translation studies takes part as a bridge to avoid a communication gap. Newmark (1988) states that the act of translation as transferring the meaning the source language to the target language and taking care mainly of the functional meaning which is relevant. For translator, it is not only transferring the meaning of a text but also using their creativity to achieve the understanding about the idea of the source language to the target language. Moreover when the translator has to introducing the new element of words in other language. The language of every nation also affected by the culture which has been developing for a long time. Nida (1982) says translation is an important phenomenon that has a massive effect on daily life. English as a major second language which is using by people around the world to communicate to other nation. The role of the translators is important because they are the connectors between the two of different languages. Bell (1991 : 22) states the purpose of translation theory is to reach an understanding of the processes undertaken in the act of translation and not as is so commonly misunderstood to provide a set of norms for effecting the perfect translation.

There are many media that has collerated with the translators' work such as magazines, newspapers, novels, movies subtitle, poetry, etc. The translation activity is taking apart in this because most of texts are not in language that some people understand. The international language what we have known is English, has become the role of the translation. Every literature has been translated into English. Indonesia as a country that does not use English as the main language is still need a good understanding about the translation between

source language to target language. The role of the translators are required because the idea of transferring the source language into target language is required by people who are learning English.

Song is one of the media which relates to a translation process and song as a part of literature work has the unique pattern same as the poetry. Basically the song is a lyric that added by the elements of music in each verse may even word by word in each stanza lyrics. The lyric is a part of literature and perhaps also the one of the oldest existing literature in the world. The lyric can also be regarded as an adaptation of a poem in which the lyrics are a creation of imagination or feelings of the heart that is being felt by the writer. A lyric is a imaginative visualisation of writer who is written into an article, and accompanied by musical instruments by adding rhythm in the lyrics. A lyric can also affect the listeners because the lyric of the song also has a moral message to the listeners. The song is just like a representation of human feelings or it can be a story that tell a something happen in everyday life.

Same as poetry, the word choice is needed while writing lyric in order to add the aesthetic thing and dramatic story. The figurative languages are using for the represent meaning of the text which is not translate by literal meaning. Based (grammar.yourdictionary.com) states that Figurative language is language that uses words or expressions with a meaning that is different from the literal interpretation. According Perrine (in Sahaduta, 2013:2) the effectiveness of figurative language in four main reasons. First, figurative language affords readers imaginative pleasure of literary works. Second, it is a way of bringing additional imagery into verse, making the abstract concrete, making literary works more sensuous. The third, figurative is a way of adding emotional intensity to otherwise merely informative statements and conveying attitudes along with information.

Translating song lyric is the one of difficult task to do because the matter of the differentiation culture. Beside of the culture, translation of song lyrics is complicated because it requires the translator to make choices of words that match with the number of notes, the rhythm, the music, and to be aware of the length of the song phrases (George, 2004).

The Walt Disney Company was an international production company since 1923, has produced many fantastic animated films and the remarkable soundtracks which composed for the films. In these films, songs are the central ideas and the popularity of the films has resulted in the popularity and success of the songs themselves (Hischak & Robinson, 2009). These songs play significant roles in the storytelling as they help audiences to understand the characters' emotions and feelings (Edmondson, 2013).

Based on the phenomenon, The Walt Disney Company Southeast Asia and Universal Music Indonesia reproduced Disney's song in Bahasa Indonesia version. The 'We Love Disney' is a the first Disney compilation album in Asia.

The Album consists of 12 iconic songs of Disney in their films which sung by Raisa, Anggun, The Finest Tree and many more. RCTI as the well-known television broadcaster in Indonesia held 'We Love Disney' concert to Disney lovers in Indonesia and the concert was held on December 23rd, 2015.

The original version sung by Peabo Bryson and Regina Belle in 1992 and became a big hit at the moment. The song also sung by Brad Kane and Lea Salonga during the Aladdin movie. In December 2015, Husein and Nowella are the two of the singer in We Love Disney album where they sang "Dunia Baru" in duet. The researcher is interested to make up the song *A Whole New World* and its Indonesian version *Dunia Baru* to be analyzed in this research.

1.2. Statement of the Problem

The problem of this study can be stated as follows:

1. What are the translation strategies used in the translating of *A Whole New World* into *Dunia Baru* ?
2. What are the figurative languages which found in the in the translating of *A Whole New World* into *Dunia Baru* ?
3. What are the translation methods used in the translating of *A Whole New World* into *Dunia Baru* ?

1.3. Objective of the Study

1. To analyze the strategies in the translating song in the lyric *A Whole New World* into *Dunia Baru*.
2. To analyze the types figuratives expression in the lyrics *A Whole New World* into *Dunia Baru*.
3. To analyze the translation method that used in the lyrics *A Whole New World* into *Dunia Baru*.

1.4. Scope of the Study

The scope of the study focuses on the strategies translating song lyric, the figurative language, and the method translation that used in the lyrics *A Whole New World* as the source language and *Dunia Baru* as the target language.

1.5. Significance of the Study

This reseach is possibly to give some beneficals in learning especially in translation. They are :

1. The researcher, to get more knowledge learning a translation and appriciate in song translation.
2. The translator, as an additional for reference in the translation especially in translating song lyric.
3. The Dian Nuswantoro University, hopefully can be useful as a reference for The library of Dian Nuswantoro University in Faculty of Humanities.

1.6. Thesis Organization

The study consist of 5 chapters. Each chapters is presented as follows:

1. Chapter I is introduction. This chapter consist of background of the study, statement of the problem, objective of the study, scope of the study, significance of the study, and thesis organization.

2. Chapter II is review of related literature. This chapter describes previous researcher, Translation, Strategies of Translation Song Lyric, Translation Method, Figurative Language.
3. Chapter III is research method. This chapter consist of type of research, unit of analysis, source of data, technique of data collection, and technique of data analysis.
4. Chapter IV is discussion. This chapter presents the research findings and discussions.
5. Chapter V is conclusion and suggestion. This chapter consist of the conclusion of the result of the study and the suggestion for further research.