



ANALYSIS TRANSLATION STRATEGIES IN “ANTI-HERO” SONG BY TAYLOR SWIFT IN ENGLISH TO INDONESIAN LANGUAGE

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Article History:

Accepted January 2023;

Revised March 2023;

Approved April 2023.

Abstract: Translation can be described as the activity of translating the meaning of text from one language to another or SL (source language) to TL (target language). This study focuses on the investigation of translation strategy used for Taylor Swift's song "Anti-Hero". A descriptive qualitative approach is used in this study. The process of choosing, concentrating, streamlining, abstracting, and changing the information found in the study's field notes and transcripts is sometimes referred to as the data gathering procedure. In parallel with the data collection method, data analysis was done. Out of the 18 methods based on Molina and Albir (2002), researchers can conclude that eight types of strategies are obtained from 47 data found in the translation of the lyrics to Taylor Swift's song "Anti-Hero." The strategies found include; Amplification (15 data) 32%, Borrowing (5 data) 11%, Calque (1 data) 2%, Discursive creation (1 data) 2%, Establish equivalence (11 data) 23%, literal translation (10 data) 21% and reduction (4 data) 9%. It was found that the type of amplification translation strategy was the strategy that appeared the most with a percentage of 32% of all translation techniques found so that it became the most dominant type of translation used by translators in lyrics of the song 'Anti-Hero'. While the strategies of calque and discursive creation were the fewest translation strategies with a percentage of 2% in the translation of the lyrics of the song 'Anti-Hero' from all the strategies found.

Keywords: English to Indonesian language, Taylor Swift, translations strategies

INTRODUCTION

This research focuses on the analysis of translation strategies in the song “Anti-Hero” by Taylor Swift. Translation can be described as the activity of translating the meaning of text from one language to another. Translation takes an important role in communication and literature in today's information and communication technology era (Volkova, 2021). The process of translating from the source text (SL) into the target language (TL) is inseparable from the influence of the translation itself and the equivalent words and meanings from the source language into the target language. The era of global communication requires language translation according to the target language of the community so that the message conveyed can be understood and understood (Akkaliyeva et al., 2021). According Rosalina (2022) Communication is essentially a process that occurs both individuals or groups of people (which are called communicators) convey stimulation in the form of symbols in the form of words) to change the behavior of other people who are called communicants. Non-literary products such as scientific textbooks, journals, research reports, official documents and literary products such as films, songs, novels, short stories, romances and poetry can spread rapidly throughout the world thanks to the role of translation or translation from the source language (SL) into the target language (TL). Alvarez (1996: 1) in (Harahap, 2019), states emphatically that the current era is the era of global mass media communication that uses multimedia devices where audiences or the world community share the latest texts in the form of films, songs or books beyond cultural boundaries according to Rosalina (2023) there are some differences in formal writing and informal writing, one of the most important songs is the message conveyed. From this statement we can understand that mass communication was various mass media products such as films, songs, books and so on quickly spread to various parts of the world.

According to (Haq, 2017), translation is an art and a skill. The art of translation involves attempting to convey the same idea or statement in another language in place of one that is written in that other language. Meanwhile, (Jordan, 2021), translation is one of the oldest occupations of man. Language barriers led to this difficult but necessary task that has contributed to facilitate intercultural dialogue and the exchange of spiritual values. The translation's use as a tool for interlanguage communication is the most basic understanding of it. Translation is seen as a type of linguistic mediation in which the content of a text written in a foreign language (the original) is converted into a text with an information and communication equivalent written in the target language. Generally, translations in cultural aspects, such as idioms, proverbs, metaphors, etc. Against translators translating in both the first and second language, as this aspect is quite difficult to translate from one culture to another (Arfianti & Widiati, 2021). Nevertheless, translators who translate these attractive features into their native language cry much easier to handle and translate than those who try to translate them into a foreign language.

Molina and Albir (2002) in (Widya Fransiska & Arifin, 2021), translation techniques have five characteristics: translation techniques affect the results of translation, techniques are classified by comparison to SL texts, techniques are at the micro level, techniques are not related to each other but are based on a certain context, techniques are functional. According to Williyani (2021) Therefore, translating source languages that contain implicatures into target languages equivalently is challenging since the translators need to consider the intended meaning or pragmatic force of the source language. The technique referred to is the same but has a different term. There are 18 techniques put forward by Molina and Albir including; adaptation, amplification, borrowing, calque, compensation, description, discursive creation, establish

equivalence, generalization, linguistic amplification, linguistic compression, literal translation, modulation, particularization, reduction, substitution, transposition and variation.

Some of the previous studies that have examined translation strategies are one of them by (Harahap, 2019) the entitled “Analysis Translation Strategies from Movie ‘Good Will Hunting’ into Indonesian Language”. In this study, translation methodologies used to translate the Indonesian subtitles for the movie "Good Will Hunting" will be explained. What translation approach is most frequently employed in the translation of the English-Indonesian subtitles in the movie "Good Will Hunting" is the problem with this research. How accurate is the translation of the borrowing strategy into Indonesian? The subtitle of the movie "Good Will Hunting" served as the basis for the data in this study. The approach employed in this investigation was proposed by Molina & Albir (2002). Descriptive qualitative methodology is the research technique used. The Good Will Hunting movie's subtitle served as the research's data source. Translation strategies including adaptation, calque, compensation, discursive creation, generalization, linguistic amplification, linguistic compression, modulation, particularization, reduction, substitution, transposition, and variation. We're not discovered in the translation analysis of subtitles.

Another research that focuses on translation strategies is research conducted by (Ningtyas et al., 2021), the entitled “Translation Strategies and Quality of Metaphor in "Twilight" Novel By Stephanie Meyer”. This study focused on the analysis of the translation strategies and resulted translation quality in rendering metaphors found in the Twilight novel. The analysis involved the translation strategies by Newmark (1988) and translation quality by Hartono (2016). The results showed that there were seven translation strategies utilized by the translator in rendering the metaphors in the Twilight novel from Indonesian into English with total metaphors were 164. These metaphors were translated via translation techniques, which included 48 repetitions of the same metaphor in the target language. Additionally, the use of each translation technique would produce various levels of translation quality in terms of the content, presentation, and mechanics.

Beside the problem above, this study aims to examining analysis translation strategies from Molina and Albir (2002) in English-Indonesian translation strategy of the lyrics from song “Anti-Hero”. The reason for choosing this research is that a study of the translation of Molina and Albir into English–Indonesian translation of this song has never been carried out. Then this study reveals what strategies are used by translators in translating the lyrics contained in English songs which are translated into Indonesian.

METHODOLOGY

The design of this study uses a qualitative descriptive approach. Qualitative research is an iterative process in which increased understanding of the scientific community is achieved by making new significant differences resulting from descriptive data that are increasingly close to the phenomenon under study (Aspers & Corte, 2021). This is in line with (Bogdan, 1992) in (Puspitasari et al., 2020) which argues that qualitative methodology is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. The data source is the song "Anti-Hero" which was written and popularized by Taylor Swift on coil.com. This song is 3.08 minutes long. This song is a very popular song in 2022 with the theme of telling about someone who feels not recognized by society or the people around him and this song has won many awards. The lyrics of this song of course consist of words, phrases, clauses and sentences.

The main target of this research is the accuracy of the translation strategy of song lyrics. This study used audio-visual techniques to analyze data on each lyrics to obtain information on

the translation strategy of this song and uses theory to derive meaning from the document. Regarding the data collected, it was processed from the following semiotic analysis, the researchers watched and listened to this song several times to align the lyrics and translation. In short, the descriptive qualitative approach used in this study aims to analyze and explain the strategy used to analyze the translation strategy for the song “Anti-Hero” using the Molina and Albir translation strategy. Furthermore, the translation strategy will be studied in terms of content, presentation and accuracy in translating.

The data collection method used in this study also refers to the process of selecting, focusing, simplifying, abstracting, and transforming the data contained in the field notes and transcripts for this study. Data analysis was carried out simultaneously with the data collection process. According to Miles and Huberman (2014: 12) in (Harahap, 2019), data analysis was carried out in three stages of an interactive model, namely data reduction, data presentation, and verification. In presenting the data, there are several stages, namely: presenting the total number of frequencies and the percentage of data findings of meaning mismatches found in the lyrics of the Anti-Hero song; describing the findings in detail; and presenting the findings of mismatched meanings accompanied by commensurate meanings recommended based on 18 strategies according to Molina and Albir (2002) accompanied by their descriptions. Then make conclusions, which are compiled as the last step, after all the data has been analysed, explained, and presented in simple quantifications such as frequency and percentage using the 18 recommended meaning translation strategies. The conclusion is the culmination of the answer to the previously defined problem formulation. This conclusion process consists of several stages, namely: summarize the frequency and percentage of findings for the types of strategies used, followed by a detailed description of the findings.

FINDINGS AND DISCUSSION

Findings

Based on the findings of the translation strategy analysis that has been described in the results and discussion above, a strategy is needed to improve the accuracy of meaning. The strategies used in this study are seven of the 18 translation strategies according to Molina and Albir (2002). This strategy is used to increase the accuracy of each meaning so that the meaning of the inaccurate word in the lyrics of the song 'Anti-Hero' becomes accurate. The researchers presented the strategies used in table 1.

Table 1: Translation Strategies Used From Molina and Albir (2002)

NO	STRATEGY	FREQUENCY OF THE STRATEGY USED	PERCENTAGE (%)
1	Amplification	15	32%
2	Borrowing	5	11%
3	Calque	1	2%
4	Discursive creation	1	2%
5	Establish equivalence	11	23%

6	Literal translation	10	21%
7	Reduction	4	9%
Total		47	100 %

Based on the data table presented, the researcher will describe in more detail and depth the findings of the types of strategies used in the song “Anti-Hero” by Taylor Swift which was translated from English into Indonesian based on Molina and Albir (2002) translation strategy.

Discussion

Amplification (Amplifikasi)

From the table was found 47 data findings, the type of amplification translation strategy was found nine times, namely in the words get older, left, two words screaming, two words watch, scheming, problem, on the hill and pierced through in each of the lyrics.

SL : I have this things where I *get older*

TL : Saya memiliki hal ini di mana saya *bertambah tua*

The word ‘**get older**’ above in the source language is translated as getting older. Here it is intended to clarify information without changing the message contained in the sentence. This translation has the potential to confuse listeners of songs, especially for foreign language students because they will be confused with the meaning of get older, which should mean ‘**menjadi tua**’ but ‘**bertambah tua**’. So it is advisable to use an amplification translation strategy by making it explicit or paraphrasing some information or adding a word but not changing the intended message. In (Fransiska et al., 2020) By adding words (addition) or information, paraphrasing the detail, making it plain, or adding a footnote, this technique introduces details that are not expressed in the original language in order to make the translation clear and aid target readers in understanding the text.

Borrowing (Peminjaman)

Molina and Albir (2002) in (Ghufron et al., 2022) state that this translation technique is where the translator borrows words or expressions from the source language. Borrowing without any changes and natural borrowing where the word is from the source language to the target language and retains the word in the source language. From the 47 data findings, five types of borrowing translation strategies were found, namely the words shift, rooting, hang out, altruism and anti-hero in each lyric.

SL : Too big to *hang out*

TL : Terlalu besar untuk *hang out*

The word ‘**hang out**’ in the source language is translated to ‘hang out’ again in the target language. Based on the understanding of the tribunnews.com web page which was accessed on February 24, 2023 'hang out' means a place to gather or means a place where you gather or hang out with friends. Then the data above uses a borrowing (peminjaman) translation strategy by borrowing words or expressions of the source language. Borrowing can be pure without adjustments or loans that have been naturalized with adjustments or spelling or pronunciation. The

official dictionary of the source language can be a benchmark whether the word or expression is a loan for the target language.

Calque (Kalke)

Calque is a literal translation of a word or phrase in translating the source language into the target language by (Panessai et al., 2021). From the 47 data findings, one type of calque translation strategy was found, namely the word *crisis* in the lyrics. The word '**crisis**' in the source language is translated into '*krisis*' in the target language. Based on the definition of the kbbi.web.id page accessed on 24 February 2023, '*crisis*' means a dangerous situation, a difficult situation or a precarious situation. The data above uses the calque translation strategy. This technique is similar to the reception technique which is done by translating source language phrases or words.

SL : I end up in *crisis*

TL : Saya berakhir dalam *krisis*

Discursive creation (Kreasi diskursif)

Discursive creation is a translation strategy process that uses temporary equivalents that are far from the original context by (Setiawan, 2017). The data uses a discursive creation translation strategy with translation using out-of-context equivalents used to attract the attention of potential readers. From the 47 data findings, one type of discursive creation translation strategy was found, namely the word '*congressman*' in the lyrics. The word '**congressman**' in the source language is translated into '*anggota kongres*' in the target language. Based on the definition of the wikipedia.com page accessed on 24 February 2023, '*congressman*' means members of the congress which means a meeting of large representatives of organizations in the political, social and professional world or parties who have an interest in discussing and making decisions.

SL : Like some kind of *congressman*?

TL : Seperti semacam *anggota kongres*?

Establish equivalence (Padanan Lazim)

This translation strategy uses terms or expressions that are familiar based on dictionaries or everyday usage by (Harahap, 2019). From the 47 data findings, it was found that the type of strategy establish equivalents was translated 11 time, namely in the word *depression*, six times in the word *hi*, twice in the words *teatime*, *favorite* and *narcissism* in the song lyrics.

SL : When my *depression* works the graveyard shift

TL : Ketika *depresi* aku bekerja malam hari

The word '**depression**' above in the source language is translated into *depression* in the target language. Here it is intended to use the term. This translation strategy uses terms or expressions that are familiar based on dictionaries or everyday use. The word '*depression*' in Indonesian means a mental disorder in a person characterized by feeling gloomy, lethargic, sad and depressed. This strategy is similar to the literal translation strategy.

Literal translation (Terjemahan Harfiah)

Literal translation is a strategy of translating words or expressions word for word. According to (Rasikhatun et al., 2021) state word-for-word translation of phrases, idioms, or words is known as a literal translation strategy. From the 47 data was found ten word for literal translation strategy. An example lot of found lyrics uses this strategy can be seen bellow :

SL : But never in the mirror.

TL : Tetapi tidak pernah di cermin

From the example above demonstrated the translator used literal translation strategy in translating the lyrics. It can be seen like the translator is translating the original lyrics sentence word for word without changing the message in any way, and the translation is accurate.

Reduction (Reduksi)

This translation strategy is the opposite of the amplification translation strategy. Reduction is for suppressing the Source language information item within the Target language, elimination techniques are also included in subtraction techniques by (Widya Fransiska & Arifin, 2021). From the 47 data was found four data for reduction translation strategy. An example uses this strategy can be seen below :

SL : But just never wise

TL : Tetapi tidak pernah bijaksana

From the example above it is shown that the translator used a reduction translation strategy in translating the lyrics. This can be seen in the word 'just' which has no meaning. It seems that the translator translated this lyric sentence using reduced translation because it was implemented with partial omission. The omission is considered not to cause distortion of meaning. In other words, imply explicit information

CONCLUSION

Based on the findings and discussion above, it can be concluded that translation can be described as the activity of translating the meaning of a text from one language to another. This study focuses on the analysis of translation strategies for the song "Anti-Hero" by Taylor Swift which will be popularized in 2022. This research uses a descriptive qualitative approach. The data collection method used in this research also refers to the process of selecting, focusing, simplifying, abstracting, and transforming the data contained in the field notes and transcripts for this study. Data analysis was carried out simultaneously with the data collection process. Researchers can conclude that out of 18 strategies based on Molina and Albir, eight types of strategies are found from 47 data found in the translation of the lyrics of the song 'Anti-Hero' by Taylor Swift.

The strategies found include; Amplification (15 data) 32%, Borrowing (5 data) 11%, Calque (1 data) 2%, Discursive creation (1 data) 2%, Establish equivalence (11 data) 23%, literal translation (10 data) 21% and reduction (4 data) 9%. It was found that the type of amplification translation strategy was the strategy that appeared the most with a percentage of 32% of all translation techniques found so that it became the most dominant type of translation used by translators in the lyrics of the song 'Anti-Hero'. While the strategies of calque and discursive creation were the fewest translation strategies with a percentage of 2% in the translation of the lyrics of the song 'Anti-Hero' from all the strategies found. This research is also useful for foreign language learners and for further research to be used as a reference and it is hoped that further research will expand on translation strategies from other experts.

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