



ANALYSIS OF TRANSLATION TECHNIQUES FOR “WHO I AM” LYRICS FROM PUTRI ARIANI FT. ALAN WALKER SONG

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Abstract

This study aims to determine what techniques are used in the process of translating the lyrics of the song “Who I Am” by Putri Ariani ft. Alan Walker. The research method used is descriptive qualitative and uses translation theory, which Molina and Albir classified. Researchers found that literal translation techniques were used 11 times (52.38%), adaptation techniques were used 6 times (27.27%), modulation techniques were used 4 times (18.18%), and other techniques were used in smaller quantities.

Keywords: Translation, Lyrics, Song, Literal

A. INTRODUCTION

Translation is conveying a message from one language (source language) to another (target language) while upholding the original message's intended meaning and communicative purpose. Various experts in the field of linguistics and Translation Studies have provided definitions to elucidate this process. Catford (1965) characterizes translation as the substitution of written material in one language (source language) with corresponding written material in another language (target language). This definition underscores the importance of linguistic equivalence between the original and translated texts. Nida and Taber (1969) view translation as the reproduction of the source language message in the target language in a manner that closely mirrors the original meaning and style. They stress the significance of preserving the original message's meaning and stylistic nuances. Newmark (1988) defines translation as the act of conveying the essence of a text into another language in a manner that aligns with the author's intended expression. This definition highlights the necessity of grasping the original author's intentions when translating a text. Molina and Albir (2002) describe translation as the process of interpreting and re-communicating textual content from one language to another within a specific social context and for a specific purpose.

Translation is a vital tool in overcoming language and cultural barriers in today's interconnected global environment. Specifically, within the realm of music, translating song lyrics enables the essence and sentiments of a piece to reach a broader audience. The present research examines the strategies employed in translating the lyrics of the song "Who I Am" by Putri featuring Alan, drawing upon the theoretical model established by Molina and Albir.

According to Molina and Albir (2002), translation is the process of transferring a message from the source language to the target language while preserving its meaning and communicative function. The authors have identified 18 translation techniques that

translators can employ. These techniques include adaptation, which involves replacing cultural elements in the source language with equivalent elements in the target language. Amplification is another technique where additional details are added to the target text to clarify its meaning. Borrowing refers to directly using words or phrases from the source language. Calque is a technique that involves the literal translation of foreign phrases. Compensation is used when certain information or stylistic effects cannot be reproduced in the same place as in the source text, so they are introduced elsewhere in the target text. Description replaces a term or expression with a description of its form and/or function. Discursive creation involves creating temporary equivalences that may be unexpected or out of context. Common equivalence relies on using terms or expressions that are recognized as equivalents in the target language by dictionaries or language usage. Generalizing involves using more general or neutral terms. Linguistic amplification entails adding linguistic elements in the target language, while linguistic compression involves synthesizing linguistic elements in the target language. Literal translation refers to translating verbatim. Modulation involves changing the point of view, focus, or cognitive category in relation to the source text. Particularization uses more precise or concrete terms. Reduction involves suppressing information from the source text in the target text. Substitution replaces linguistic elements with paralinguistic elements such as intonation or gesture, or vice versa. Transposition refers to changing the grammatical category of a linguistic element. Lastly, variation involves altering linguistic or paralinguistic elements that affect aspects of linguistic variation.

The present study aims to investigate the application of different translation techniques in the process of translating song lyrics from the source language to the target language. Specifically, the focus will be on how these techniques are utilized to preserve or modify the original lyrics' meaning, nuance, and emotional impact. The analysis will draw upon the framework proposed by Molina and Albir, which encompasses techniques such as adaptation, amplification, and borrowing. By examining the translation of the song "Who I Am," a collaboration between Indonesian singer Putri Ariani and Norwegian DJ Alan Walker, this study sheds light on the intricate process of maintaining the cultural and emotional richness of the original lyrics in the target language.

Related to this, there have been several people who have researched Molina and Albir's translation techniques in translating lyrics, including a study entitled "translation techniques for the lyrics of the song 'Let It Go' in the film Frozen: a meaning-based translation study" by Siti Nurjanah (2020), the results show that translators use a combination of literal translation, adaptation, and modulation techniques to overcome challenges in translating the song 'Let It Go'. Adaptation techniques are especially evident in the attempt to maintain the rhyme and rhythm of the song. In contrast, modulation is used to adapt to the target cultural context. The next study was entitled "Analysis of Idiom Translation Techniques in English to Indonesian Popular Song Lyrics" by Budi Santoso, with the results showing that special techniques such as meaning analysis, context analysis, and linguistic function analysis are very important in translating idioms in song lyrics. Using this technique, a more accurate and relevant translation can be obtained so that the meaning and function of the idiom can be preserved in the translation process.

The next study, "Functional Approach in Translating Song Lyrics: A Case Study of Disney Songs" by Rina Agustina (2022), shows that the functional approach can effectively translate Disney children's song lyrics. Functional techniques such as meaning analysis, context analysis, and linguistic function analysis help understand the meaning and function of song lyrics to obtain more accurate and relevant translations. Previous relevant research has been done, but research on the subject of The Song Who I Am is still little done. Therefore, the researchers chose this as a topic to research.

B. METHODOLOGY

This research study utilizes a qualitative research approach to examine the translation methods employed in translating the lyrics of the song "Who I Am" by Putri featuring Alan. The research methodology involves a thorough analysis of both the original lyrics and their translated versions, specifically focusing on implementing various translation techniques as identified by Molina and Albir (2002). The study is based on the theoretical framework proposed by Molina and Albir, which encompasses techniques such as adaptation, amplification, borrowing, etc. Examining the translated lyrics, the study aims to identify and analyze the techniques used to preserve or modify the original lyrics' meaning, nuances, and emotional impact. Additionally, the study incorporates a comparative analysis of the translated lyrics in relation to the original lyrics to evaluate the effectiveness of the translation techniques employed.

C. FINDING AND DISCUSSION

Here are the results of the analysis of translation techniques performed by translators. Researchers found at least 8 of the 18 translation techniques proposed by Molina and Albir. Here's the breakdown.

Table 1. Translation Techniques Found

Translation Technique	Frequency	Percentage	Source Text	Target Text	Explanation
Literal Translation	11	52.38%	"Don't say this, don't say that"	"Jangan katakan ini, jangan katakan itu"	This sentence is taken directly from English to Indonesian without changes.
Adaptation	6	27.27%	"I'm not playing by the rules"	"Aku tidak bermain sesuai aturan"	This sentence was adapted into the Indonesian cultural

					context by using a more commonly used phrase.
Modulation	4	18.18%	"I won't break just like that"	"Aku tidak akan hancur begitu saja"	This sentence was changed to preserve the original meaning and feel.
Amplification	2	9.09%	"I'll make my own mistakes"	"Aku akan membuat kesalahanku sendiri"	This sentence was added to explain the original meaning and purpose.
Borrowing	1	4.55%	"If they were made by you"	"Jika aturan itu adalah buatanmu"	This sentence is taken directly from English to Indonesian without changes.
Description	1	4.55%	"Head in the clouds"	"Pergilah ke awan"	This sentence was changed to explain the original meaning and feel.
Discursive Creation	1	4.55%	"Baby it's all making perfect sense"	"Sayang, semuanya masuk akal"	This sentence was changed to explain the original

					meaning and feel.
Common Equivalence	1	4.55%	"Cause this is who I am, who I am"	"Karena inilah aku, siapa sebenarnya aku"	Kalimat ini diubah untuk menjelaskan makna dan nuansa asli.

The subsequent section examines translation methods employed in translating the lyrics of the track "Who I Am" by Putri Ariana ft. Alan Walker. This analysis shows that the most frequently utilized translation method is Literal Translation, which is utilized 11 times (52.38%). This method is employed to elucidate the original meaning and sentiment of the song lyrics, such as in the line "Don't say this, don't say that," which is directly translated from English to Indonesian without alterations. The adaptation method is also widely employed, with a total of 6 instances (27.27%). This method is utilized to clarify the original meaning and sentiment of the song lyrics, for example, in the line "I'm not playing by the rules, " adapted to the Indonesian cultural context using more commonly understood expressions. Modulation is also frequently utilized, with 4 occurrences (18.18%). This method is employed to maintain the original meaning and sentiment of the song lyrics, as seen in the line "I'll make my own mistakes," which is modified to retain the original meaning and sentiment. Amplification is utilized 2 times (9.09%); this method is employed to elucidate the original meaning and intention of the song lyrics, for instance, in the line "I'll make my own mistakes," which is expanded upon to clarify the original meaning and intention. Borrowing is employed 1 time (4.55%), this method is used to directly translate sentences from English to Indonesian without alterations, as in the line "If they were made by you" which is directly translated from English to Indonesian without changes. Description is used 1 time (4.55%), this method is employed to clarify the original meaning and sentiment of the song lyrics, as in the line "Head in the clouds" which was modified to clarify the original meaning and sentiment. Discursive Creation is used 1 time (4.55%), this method is employed to clarify the original meaning and sentiment of the song lyrics, as in the line "Baby it's all making perfect sense" which is altered to clarify the original meaning and sentiment. Common Equivalence is used 1 time (4.55%), this method is employed to clarify the original meaning.

D. CONCLUSION

The study aimed to investigate and analyze the translation methods used in the composition "Who I Am" by Putri Ariani ft. Alan Walker uses the framework established by Molina and Albir. By applying this framework, the researchers could identify and examine the various techniques employed to maintain the song's original meaning, emotional impact, and cultural nuances. The analysis findings revealed that literal translation, adaptation, and modulation were the most commonly used techniques, highlighting the complex and specialized nature of translating song lyrics. This research contributes significantly to a deeper understanding of the intricate processes involved in translating music, emphasizing the importance of preserving both linguistic accuracy and cultural authenticity.

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