

CHAPTER I

INTRODUCTION

1.1 Background of the Study

In this globalisation era, humans are able to receive various sources of information very quickly from foreign countries, which use various languages that are not easily understood by people who do not use these languages. Therefore, translation is increasingly needed due to the increasing intensity of interaction between nations. Translation is an important activity that humans have been doing for a long time to bridge intercultural communication. The process of translation itself is not just a literal transfer of meaning, but also involves complex cultural, social and psychological aspects. According to Newmark (1988), translation is a process of transferring a message from the source language to the target language while maintaining the content of the original message as well as possible, both in terms of meaning and form.

Nowadays, translation is much needed and developed in all fields, be it in business, academic, medical, tourism, and even in the arts. One of the growing fields of translation is the translation of song lyrics. Unlike other types of texts, translating song lyrics has its own challenges because there is a combination of language, music, and cultural elements that come together in a single unit. Franzon (2008) explains that in translating songs, translators are not only faced with the task of accurately translating the meaning, but are also required to pay attention to musical aspects such as rhythm, rhyme, and melody which are closely related to the emotional elements of the song. Thus, song translation becomes a complex process that requires special sensitivity from the translator.

Music is a universal language capable of touching emotions and crossing cultural boundaries. One of the most popular forms of musical expression is songs. Songs, as a form of sound art, have an important role in human life, both as entertainment, a means of self-expression, and a medium for conveying messages. According to the Sarajeva (2008) says that a song is a form of artistic

communication that combines words (lyrics) and melody to convey a message, feeling, or story to the listener. This definition emphasises the musicality and vocal aspects of songs. Furthermore, Rahardjo (1990) explains that song has two meanings, namely songs that are favoured by certain people and the type of song performed for the listener as well as performance techniques and freedom in using rhythm or instruments. This shows that songs are not just a series of tones, but also have social and artistic dimension.

Discussing about songs, Disney movies generally have songs that have become widely recognised by the public. The Walt Disney Company or commonly known as Disney, which began as a small animation studio in 1923 by Walt and Roy O. Disney (2021), quickly grew into a global entertainment icon thanks to innovation and iconic characters like Mickey Mouse. The golden era of animation gave birth to classic movies that set new standards. In the digital age, Disney launched the Disney+ Hotstar streaming service in 2019, which quickly became the premier online broadcast app in the market and capitalised on their wealth of content. Today, Disney operates through broad business segments, including movie and television, streaming services, sports network ESPN, and theme parks and consumer products. With enormous cultural and economic impact, Disney continues to be a dominant force in the entertainment industry, influencing imaginations and making significant contributions around the world. In addition, with Disney+ Hotstar, people can also enjoy programmes from Disney with a variety of languages, whether our native language or other languages that we want to learn.

Based on a study from Media Partners Asia or MPA, in 2021, in Indonesia, the total subscribers of Disney+ Hotstar around 2.5 million. It makes Indonesia become one of the countries with the largest Disney+ Hotstar users in Southeast Asia. Disney sees Indonesia as a potential market, so Disney makes not only subtitles but also makes audio dubbed in Indonesian. Furthermore, even famous songs found in major Disney movies are also sung in Indonesian. This is done by Disney in order to removing the barrier between languages, enabling audiences in

Indonesia, from children to adults, can enjoy Disney's works in their native language, Indonesian. Disney songs can be the start for children to start liking and learning English.

In particular, Disney songs have been widely recognised as a global popular culture phenomenon that attracts a wide range of ages. These songs are usually full of moral values, inspirational messages, and deep emotional expressions. The popularity of Disney movies and songs around the world has led to the need for accurate translations so that the messages conveyed can be well received by audiences with different cultural backgrounds. According to Kaindl (2005), Disney songs are often used as an effective cross-cultural communication medium, as they are able to convey universal moral and emotional messages through a combination of text and music.

Disney has many popular songs. Surely in every generation, Disney makes popular songs that they make into theme songs in their movies. Some examples are “Under the Sea” from movie Little Mermaid in 1989, “Beauty and the Beast” from movie Beauty and the Beast in 1991, “A Whole New World” from movie Aladdin in 1992, and “Circle of Life” from The Lion King in 1994, “You've Got a Friend in Me” from movies Toy Story in 1995. In 1995 there is also a song called “Colors of the Wind” from movie Poccahontas, “You’ll be in My Heart” from movie Tarzan in 1999. In 2013, Disney famous song called “Let it Go” from movie Frozen were being the top hits in that year and “How Far I’ll Go” from the movie Moana were also the top hits in 2016.

In translation practice, mistakes can lead to serious consequences. This case has been discussed by Rosenbluh (1968) and Naimushin (2021), who assert that ‘mokusatsu’ translation errors have led to serious consequences that affected world history (Rosenbluh, 1968; Naimushin, 2021). One famous fatal case occurred in 1945 when the Allies asked Japan to surrender during World War II through the Potsdam Declaration. Japanese Prime Minister Kantaro Suzuki responded with the word “mokusatsu”, which has several meanings in Japanese such as “no comment” or “temporary disregard”. However, the Allied translators translated this word as

“contemptuous disregard”, which was interpreted as a strong rejection by Japan of the ultimatum. As a result, the Allies decided to proceed with military action, which led to the dropping of atomic bombs on Hiroshima and Nagasaki, with the consequent deaths of hundreds of thousands of people. This case shows how important accuracy in translation and understanding of cultural context and deep meaning are in the process.

To analyse these translation strategies, this study uses Franzon's (2008) theory of song translation strategies, known as the triangular theory of song translation. This theory suggests that there are three main aspects of song translation that are interconnected, namely fidelity to the original meaning, singability, and naturalness in the target language. Through this approach, it is expected to understand more deeply how translators maintain the balance between meaning, musicality, and naturalness in the process of translating Disney song lyrics into Indonesian.

The reason for this research is because there is no research that discusses nine Disney songs directly, especially Disney's classic songs, this term refers to songs from Disney's ‘golden age of animation’, which produced in classic films. More specifically, there is no research that examines the Disney songs “You've Got a Friend in Me” and “Beauty and the Beast”. In addition, most studies discuss the linguistics of a song, but not the translation strategy. Only a few of the existing studies discuss the translation of Disney songs from English to Indonesian.

1.2 Statement of Problem

The statement of Problem from this study is as follows:

1. What translation strategies are used in translating the lyrics of Disney songs “Beauty and the Beast”, “You've Got a Friend in Me”, “Let it Go”, “You’ll Be in My Heart”, “A Whole New World”, “Under The Sea”, “How Far I’ll Go”, “Circle of Life”, “Colors of the Wind” from English to Indonesian?
2. To what extent is there meaning equivalence between the original (English) and translated (Indonesian) song lyrics in the Disney songs?

1.3 Aim of the Study

The aim of the study from this study is as follows:

1. To identify the translation strategies used in translating the lyrics of Disney songs.
2. To analyse the degree of equivalence between the original (English) and translated (Indonesian) song lyrics in the Disney songs.

1.4 Advantages of the Study

This research is expected to provide both theoretical and practical benefits. Theoretically, this research can enrich the study of translation science, especially the translation of song lyrics, and become a reference material for further academic research related to the analysis of translation strategies of song lyrics that have complex musical, cultural, and emotional aspects. This research is also expected to clarify and deepen the understanding of the triangular theory of song translation according to Franzon (2008). Practically, the results of this study are expected to be used as evaluation materials for translation practitioners, especially in improving translation accuracy and cultural sensitivity in translating song lyrics that are full of emotional and moral values.

1.5 Output

The output of this research is an article for Santhet Journal (e-ISSN: 2541-6130 Print ISSN 2541-2523) Volume 9 No. 3 (2025) publication that analyzes popular songs such as “Beauty and the Beast”, “You've Got a Friend in Me”, “Let it Go”, “You’ll Be in My Heart”, “A Whole New World”, “Under the Sea”, “How Far I’ll Go”, “Circle of Life”, “Colors of the Wind” . In addition, this research is expected to make a significant contribution to the field of song translation, particularly in understanding the complexity of translation strategies applied to Disney song lyrics.