New Identity in Disney Song Lyrics "How Far I'll Go" by Alessia Cara: A Study of Non-strategic Translation Strategies

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Abstract. This research focuses on the translation strategies used in the translation of the song "How Far I'll Go". The data source used in this research is the lyrics of the song "How Far I'll Go" in two languages. The source language uses English and is sung by Alessia Cara, while the target language uses Indonesian which has been translated and sung by Maudy Ayunda with the Indonesian title "*Seb'rapa Jauh Ku Melangkah*". The data source is obtained by the author via YouTube. Analysis of the translation strategy in this study uses the theory discovered by Åkerström (2009). This study used a qualitative descriptive method in analyzing the data. The author makes a thorough effort to make sense with the idea that the reader may very well be able to figure it out with ease. In this study the authors utilized the strategy of noticing and taking note of. The results of the research found by the authors will be de-scribed descriptively in the discussion and findings. The writer managed to find 45 lines in the lyrics of the song "How Far I'll Go" as well as 318 syllables and 268 words. Whereas identified 29 lines with 343 syllables and 145 words in the song "*Seb'rapa Jauh Ku Melangkah*". The translation techniques utilized in translating the two song lyrics are acceptable to the target language. Listeners can still accept the results because there aren't many differences between the translation results from the source language to the destination language.

Keywords: Disney song, non-strategic translation, translation strategies, song lyric.

1   Introduction

The translator has an important role in literary work. The translator's job is to translate a literary work from the source language into the target language. In the process of translating literary works, translators use translation techniques or translation strategies. In this study, the researcher employed a translation approach in the song lyrics discovered by Åkerström in 2009. Song translation is a challenging process since the translator must not only convey the original song's meaning in the translated lyrics, but must also take other factors into consideration, such as the song's rhythm, when producing the translated version [1]. As a result, the lyrics' meaning and the structure of the music must both be carefully considered by the song's translator while choosing words. To

have a song translation that can be sung, they must ensure that the words not only cover the original meaning but also have the identical number of syllables as the original lyrics.

The translator obtained a translation that can be accepted by the reader. Translators are needed in areas such as entertainment, regulation, clinical, and educational. One type of translation is the translation of song lyrics [2]. Translation of song lyrics is provided to help listeners who are in different countries to understand the meaning of the lyrics of the songs being sung. With the various languages taken, it supports them to know the importance of song lyrics contained in these foreign languages [3].

The aims of this study are to translate the lyrics of the Disney song "How Far I'll Go" by Alessia Cara into their equivalent in the target language in order to identify a non-strategic translation approach that is well received by audiences. In non-strategic translation strategies, the translator tends to translate the lyrics in less words while conducting research. The number of syllables in the source language and the target language are similar [4]. This song has an equivalent in target language which is sung in Indonesian by Maudy Ayunda with the title "*Seb'rapa Jauh Ku Melangkah*" on November 9, 2016. With this step the re-searcher examines the two song lyrics that are on the soundtrack of this Moana film by using non-strategic translation strategies so that they are acceptable in the target language.

2   Review of Related Literature

Previous research is the author's attempt to find comparisons between previous research and the author's research. Related literature reviews were conducted with the aim of preventing plagiarism. Comparing previous research was done to find new inspiration for this research. The following is previous research that is still related to the theme that the author is researching. Analyzing Translation Strategies Utilized in the Translation of Song "Do You Want to Build a Snowman?" is the title of research done in 2019 by Chrisna Leni and Athriyana Santye Pattiwael. The finding data obtained from previous studies are strategic translation strategies and non-strategic translation strategies. Data in the Non-strategic Translation Strategy found Word Count (143 words in the source language and 69 words in the target language and Syllables (175 syllables in the source language and 161 syllables in the target language). Meanwhile, in the strategy translation the data found were Paraphrase strategy [41%], Rhyme strategy [28%], Interpretation strategy [18%], Omission strategy [8%] and Addition strategy [5%].

The continuous connection between the local and the global is a common issue in Translation and Identity. We can deal with concerns of identity and appearance that can result in conflict and violence by translating properly [5]. Through the use of music, identity is formed and maintained in open spaces [6]. Social movements often use music as a crucial element. Music is composed in such a way as to provide lyrics and musical rhythms that are pleasing to the ear. The lyrics of the original song were changed to explore the connections between identity and connection to society and nostalgia [7]. Higher scores of lyrical nostalgias are linked to more active identity discovery.

Participants relate more closely and discover meaningful lyrics that emphasize historical influences on identities the more actively they explore their identities.

From the data above the researcher found differences between previous research and research conducted. In this study, the researcher only analyzed the non-strategic translation strategy contained in the lyrics of Alessia Cara's song "How Far I'll Go". To analyze the translation strategies, this study uses the theory according to [8].

3   Research Method

This research is classified as important research because the data is taken directly from a collection of Disney song lyrics by the author. The research method used in this study is descriptive qualitative, where this technique includes collecting, grouping and analyzing information, as well as determining the results of information inspection [9]. This study uses a qualitative descriptive method and uses information gathering procedures by listening and taking notes. Data collection techniques are the most important step in research, with this method the writer hopes to be able to provide readers with a clearer picture or explanation of the non-strategic translation strategies contained in Disney Moana [10]. The source of this data was found by watching the soundtrack video for the song "How Far I'll Go" on the DisneyMusicVEVO YouTube channel [11]. Then the writer makes comparative notes about song lyrics from the source language to the target language. Notes for target language song lyrics using Indonesian can be obtained from the Walt Disney Studios Indonesia YouTube channel [12].

4   Finding and Discussion

4.1   Non-strategic translation strategies

The analysis under this strategy is divided into two categories namely word count and syllables vs words. Analysis of the data found by the author presents and describes in the following section.

    a.   Word Count Analysis

       A technique known as word count involves comparing the number of words in the source and target lines of song lyrics [8]. Disney Moana's song "How Far I'll Go" found 45 lines of lyrics with a total of 268 words. But in the target language there are 29 lines of lyrics and 145 words.

       Analysis of the number of words in the lyrics of the Disney song "How Far I'll Go" the author presents and discusses in several selected examples as follows:

    1)   Lines 1

Lines 1	SL: I've been staring at the edge of the water	TL: Telah lama kutatap tepian air
	9 words	5 words

    2)   Lines 18

| Lines 18 | SL: One day I'll know | TL: Hatiku sadar |

	4 words	2 words

Fig. 1. Data of words count

b. Syllables VS Word Analysis

Syllables are sound units in English. Syllables combine consonants and vowels to form words. Syllables can have more than one letter; however, syllables cannot have more than one sound. Syllables can have more than one consonant and more than one vowel as well. Words according to KBBI (Kamus Besar Bahasa Indonesia) are elements of spoken or written language which are embodiments of feelings and thoughts that can be used in language.

Data discovered in syllables vs. words There are 45 lines of lyrics, 318 syllables, and 268 words in the song's lyrics that are written in the original language. The information collected for the song lyrics in the target language included 29 song lines, 343 syllables, and 145 words. The following one particular example is presented and discussed in order to illustrate the analogy of syllables vs words.

1) Lines 15

	Source Language	Target Language
Syllables Count	And/no/one/knows/how/fa r/it/goes/	Tak/a-da/yang/ta-hu/se-ber-ra-pa/ja-uh/
	8 Syllables	12 Syllables
Words Count	And no one knows how far it goes	Tak ada yang tahu seberapa jauh
	8 Words	6 Words

Table 1. Syllables VS Word Analysis

Line	Source Language		Target Language	
	Syllables	Word	Syllables	Word
1	12	10	12	5
2	7	5	14	6

3	7	4	-	-
4	10	8	10	5
5	8	7	16	6
6	7	6	-	-
7	6	4	12	4
8	6	4	-	-
9	6	4	12	4
10	6	4	-	-
11	10	9	10	7
12	5	5	5	3
13	9	9	-	-
14	3	3	12	4
15	8	8	12	6
16	13	12	13	5
17	4	4	5	2
18	12	12	13	5
19	11	6	12	6
20	8	6	17	6
21	8	4	-	-
22	11	6	18	8
23	7	6	-	-
24	8	7	9	4
25	5	5	12	5
26	5	5	-	-
27	10	7	10	6
28	12	8	13	5
29	5	5	5	3
30	9	9	14	6
31	3	2	-	-
32	4	4	11	6
33	4	4	-	-
34	10	9	14	5
35	4	4	-	-
36	4	4	-	-

37	5	4	15	4
38	5	5	-	-
49	9	9	12	4
40	3	3	-	-
41	4	4	12	6
42	4	4	-	-
43	13	12	13	5
44	4	4	-	-
45	4	4	10	4
Total	**318**	**268**	**343**	**145**

The author determines the syllables and words in the lyrics of the target language and the source language one by one for the findings of syllables vs. words above. Following the discovery of the aforementioned data, it was discovered that some lyrics from the source language had not been translated into the target language in order to preserve the rhythm of the songs in the source language. Table 1 line 3 contains this instance. As for the lyric lines that are the same in number, neither decreased nor lost, translated with the original equivalent, this can be seen in the table on line 19.

5   Conclusion

The conclusion that can be obtained in this research is that songs can be a medium of entertainment and learning media. This study succeeded in finding a number of non-strategic translation strategies with two elements, namely words count and syllables in the lyrics of the song. The results obtained are different between the source language and target language. In the source language song lyrics, there are 45 lines of lyrics with 318 syllables and 268 words found. While for the lyrics of the target language song, the data obtained were 29 song lines, 323 syllables and 145 words. Therefore, the overall data in the source language is more than the data in the target language. With a total of 586 data found, source language is the most often discovered data in these non-strategic translation strategies. Syllables are the primary source of data in this study. In order for the song to be sung with excellent rhythm, the translation results from the source language must be acceptable in the target language.

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