
Reviewing Translation Technique in Niki's *La La Lost You*: A Case Study

*¹Dessy Ekasaputri

²M. Afifulloh

³Widyasari

¹English Department, Universitas Terbuka, Indonesia

²English Department Literature, Universitas Bangka Belitung, Indonesia

³English Department, Universitas Terbuka, Indonesia

*Corresponding author, Email: dessyekasaputri81@gmail.com

ARTICLE INFO

Received: 01-09-2023

Revised: 19-09-2023

Volume: 1

Issue: 2

KEYWORDS

Translation, Technique,
La La Lost You Song's
Lyric

ABSTRACT

Techniques for translating a song are very varied. This is because the native language (TL) can be culturally different from the target language (TL). Translation does not only shift the source language to the target language, but translation is also closely related to socio-cultural influences and the formation of cultural identity between the two languages. Based on Newmark's (1988) theory, this research aims to find the translation method used by translator Cyntia Maharani in translating a song entitled *La La Lost You* by Indonesian singer Niki. the research results explain that the translator used the semantic translation, literal and free translation, and aesthetic consideration. All the techniques are more oriented towards the target language (TL).

Introduction

Translation is a process that occurs when a translator transfers a message from one language to another to produce a translation (Budiman, 2015). So, translation is an effort to convey the message in the TT which uses the SL, into a TT form that is adapted to the TL without changing the meaning of the message in the TT. Translation using the translator's method can be carried out by the translator according to the point of view of the text writer. Translation is an activity of transferring language from one language to another language based on the intention of the author of the text. According to (Newmark, 1988), many types of texts start from official, dialectal, administrative, cultural and local forms which makes the initiative to translate as much as possible from the source language (TL) to



This work is licensed under [Creative Commons Attribution-ShareAlike 4.0 Internasional](https://creativecommons.org/licenses/by-sa/4.0/).

Copyright © 2023, Dessy Ekasaputri, M. Afifulloh, & Widyasari

the target language (TL) even greater. Meanwhile (Hunt, 2004) defines translation as replacing official language symbols which is often done in a literal way. In line with that, (Nida & Taber, 1982) stated that translation is reproduction into a target language (TL) which is equivalent to the source language (TL) in terms of meaning and style.

Based on these opinions, translation can be concluded as the transfer of information from the source language (TL) to the target language (TL), which means that changes in the translated text are felt to be a normal thing and are felt to be in accordance with the culture of the target language. Kardijan (2019), states that when translation is carried out there are changes to the translated text based on the translator's point of view, but it must be the original text which then becomes the culture of the target language.

Peter Newmark (1988) made significant contributions to the theory and practice of translation. His work is known for emphasizing the importance of semantic and communicative aspects in translation. Newmark proposed several key ideas and principles in his theory of translation. Therefore, this research used Newmark's theory as an approach. For Newmark, there are several key ideas and principles in translation techniques, which include:

1. Semantic translation. Newmark advocated for a focus on the meaning of a text rather than just the words. He argued that the translator should aim to convey the same meaning and message as the source text, even if it means making structural or cultural adjustments in the target language.
2. Communicative translation. Newmark stressed the importance of maintaining the communicative function of a text. Translators should consider the intended audience and the purpose of the translation and adapt the text accordingly to ensure effective communication.
3. Literal and free-translation. Newmark discussed the continuum between literal (word-for-word) and free (meaning-for-meaning) translation. He believed that the choice between these approaches should be guided by the nature of the source text and its.
4. Cultural equivalents. Newmark recognized that cultural differences between languages could pose challenges in translation. He suggested finding cultural equivalents or approximations in the target language to convey the same cultural nuances present in the source text.



5. Specialized translation. Newmark made distinctions between various types of translation, including scientific and technical translation, literary translation, and legal translation. He argued that different domains require different translation strategies.
6. Aesthetic consideration. In literary translation, Newmark emphasized the importance of maintaining the stylistic and aesthetic qualities of the source text, even if it means taking creative liberties.

Based on the Newmark's concept of translations above, this research tries to delve the crucial aspects in Indonesia version of La La Lost You song by Niki. As stated previously that translation is not always a straight forward transfer of words and meaning; sometimes, it needs special approach, such as adaptation to ensure that the translated text effectively communicates its intended message to the target audience.

There are several studies that discussed about translation technique in song's lyric such as *Strategies and Techniques of Translation in Translating Songs As 21st Century Curriculum* by Zakiyah Anwar (2020). This study is to find out kinds of difficulty faced by the students, to analyze kinds of translation technique used by the students and strategies to overcome their difficulties in translating English song. Another research conducted by Purba, et al. (2022) with *Analyzing Translation Method in Song Lyric "Memories" Maroon 5 From English to Indonesian*. The results of this research are the translation method that is used by translator of song lyric "Memories" they are 11 or 50% belongs to word-for-word translation, there are 3 or 13.6% data belong to literal translation, there are 2 or 9.1% data belongs to semantic translation, there is 2 or 9.1% data belong to free translation, and there are 4 or 18.2% data belong to communicative translation. It shows that the most dominant method which is used by the translator is word - for - word translation that there are 11 or 50% data from 2 data half of song lyric "Memories". The two of these researches are different from my research in the case of the object of the research and the approach of the research. These differences provide space or gaps for the novelty of the research, especially regarding translation techniques in the lyrics of the song *La La Lost You*.

Method of Research

This study uses descriptive qualitative research. Descriptive qualitative method is research that makes methods and plans with materials collection techniques, analysis, and research activities that require detailed descriptions (Cresswell, 2017; Ahsan, 2015). This study requires several steps to collect the data, such as



This work is licensed under [Creative Commons Attribution-ShareAlike 4.0 Internasional](https://creativecommons.org/licenses/by-sa/4.0/).

Copyright © 2023, Dessy Ekasaputri, M. Afifulloh, & Widyasari

reading the novel, identifying and classifying the data, making note, and analyzing the data.

Result and Discussion

Result

Translation is a complex and multifaceted process that can give rise several problems and challenges. These challenges often stem from the different language, culture, and the specific characteristics of the source text. They can include issues such as finding equivalent words or phrases, dealing with words that have multiple meanings, and capturing nuances that may not exist in the target language. These issues are also found in the Indonesia version of *La La Lost You* song's lyric. From the data of the research, it can be seen from the table as follow.

Table 1. *La La Lost You* Song's Lyric

| No | English Version | Indonesia Version |
|----|---|---|
| 1 | While I'm on sunset, are you on the subway? | Selagi aku menikmati sunset, apakah kau sedang berada di stasiun bawah tanah? |
| 2 | While I drive, are you getting on the L-train? | Selagi aku mengemudi, apakah kau naik kereta listrik? |
| 3 | I mean, Manhattan's nice, but so are Malibu nights | Maksudku, (kota) Manhattan bagus, tapi begitu juga malam di (kota) Malibu |
| 4 | You would know if you stayed | Kau kan tau andai kau menetap |
| 5 | You would know if you put up a fight | Kau kan tahu andai kau berjuang |
| 6 | Your toes turn blue in a winter, I'm getting red rum. | Jari-jati kakimu membiru di musim dingin, sedangkan jariku jadi merah anggur |
| 7 | Does the trick for all of the things left unsaid I'm | Kulakukan segala upaya untuk segala hal yang tak terucapkan |
| 8 | Missing our drunken 2 A.M strolls in K-Town | Merindukan kita yang mabuk pukul 2 malam, di daerah K-Town |
| 9 | Now you're chasing fake highs in the Upper West Side | Sekarang kau mengejar kepalsuan yang tinggi di (apartemen) Upper West Side |
| 10 | And fuckin' on Brooklyns in Brooklyn, | Dan persetan pada drama Brooklyns di wilayah Brooklyn |
| 11 | Your Chelseas in Chelsea | Belum tahu maksudnya apa |
| 12 | Hope that eases the pain, so you remember to miss me | Harapan itu meredakan rasa sakit, jadi ingatlah kau untuk meridukanku |
| 13 | <i>And you sold your car, now you walk for miles</i> | Dan kau jual mobilmu, sekarang kau berjalan bermil-mil jauhnya |
| 14 | <i>Bet your feet feel numb</i> | Berani bertaruh kakimu pasti mati |



(Source: <https://www.interpretasilirik.com/2021/01/niki-la-la-lost-you-terjemahan-arti.html>.)

Discussion

A translator will choose methods or techniques in the translation process according to their perspective and knowledge. Cross-cultural knowledge is very important for a translator to have. Therefore, the higher the level of accuracy of the meaning of the translation written, the higher the cultural knowledge the translator has. The choice of translation method also plays a big role. This is because the translation method is a systematic rule adopted by a translator when carrying out the translation process for the entire text so that the accuracy of the meaning of words and sentences is high. Here, the kinds of translation techniques found in the song's lyric.

a. Adaptation Technique

In his work "A Textbook of Translation" published in 1988, Peter Newmark discusses various aspects of translation, including adaptation. Newmark defines adaptation in translation as a specific type of translation procedure. He categorizes adaptation as one of the seven procedures he outlines in his book. According to Newmark, adaptation involves altering the cultural, historical, or situational references in the source text to make them familiar and relevant to the target audience. Here's a more detailed explanation of adaptation in Newmark's terminology.

Adaptation means that the translator modifies elements of the source text that may be culturally or contextually specific so that they resonate with the target audience. This often involves changing names, dates, measurements, and other references to align them with the target culture or context. The goal is to ensure that the translation is more easily understood and relatable to the readers in the target language. Newmark places adaptation in the category of "semantic translation," where the primary concern is conveying the meaning and message of the source text rather than adhering strictly to the source text's wording or form. He emphasizes that adaptation is particularly useful when dealing with texts that contain numerous cultural or historical references that would be unfamiliar or confusing to the target audience. The example of adaptation technique can be found as follow.



This work is licensed under [Creative Commons Attribution-ShareAlike 4.0 Internasional](https://creativecommons.org/licenses/by-sa/4.0/).

Copyright © 2023, Dessy Ekasaputri, M. Afifulloh, & Widyasari

Datum 1.

Does the trick for all of the things left unsaid I'm, translated as *Kulakukan segala upaya untuk segala hal yang tak terucapkan*. The translator did not translate it literally as "*Trik untuk semua hal yang tak terucapkan, aku*" (the translator chose to adapt to TL culture).

Datum 2.

Missing our drunken 2 A.M strolls in K-Town, translates to *Merindukan kita yang mabuk pukul 2 malam, di daerah K-Town*. The translator did not translate it literally as "*Merindukan kita yang Mabuk pukul 2 malam, berjalan-jalan di daerah K-Town*" (because it will remove the aesthetic elements and beauty of the song lyrics).

Datum 3.

And fuckin' on Brooklyns in Brooklyn, translated as *Dan persetan pada drama Brooklyns di wilayah Brooklyn* (the word *fuckin'* was adjusted and adapted to Indonesian culture so it is not translated with the actual meaning, apart from that the translator also added the word drama to make it easier for readers to understand).

Datum 4.

Pretty little white lies got me good, translated as *Kepalsuan sucimu yang cantik membuai diriku* (adapted to Indonesian culture and to keep it aesthetically pleasing).

b. Literal vs. Free Translation.

Newmark discussed the continuum between literal (word-for-word) and free (meaning-for-meaning) translation. He believed that the choice between these approaches should be guided by the nature of the source text and its communicative goals.

Datum 5.

Your Chelseas in Chelsea, translated into *Belum tahu maksudnya apa*. The translator did not translate literally as *Chelseasmu in Chelsea*



because the translation results were unacceptable and seemed stiff. The translator uses free translation techniques.

Datum 6.

Crosswalks in my mind are shaky, so please hold on tight, translated as *Pikiranku goyah di jembatan penyebrangan, jadi tolong peganglah erat-erat*. Translated freely so that it still contains elements of beauty

c. Aesthetic Considerations.

In literary translation, Newmark emphasized the importance of maintaining the stylistic and aesthetic qualities of the source text, even if it means taking creative liberties.

Datum 7.

I mean, Manhattan's nice, but so are Malibu nights, translated as *Maksudku, (kota) Manhattan bagus, tapi begitu juga malam di (kota) Malibu*.

Datum 8.

Now you're chasing fake highs in the Upper West Side, translated as *Sekarang kau mengejar kepalsuan yang tinggi di (apartemen) Upper West Side*.

Datum 9.

Silverlake, Hollywood, translates to *Silverlake*, translated as *Silverlake, Ke daerah Sileverlake Hollywood*.

Conclusion

In summary, it's worth noting that Peter Newmark's theories and principles have been influential in shaping the field of translation studies. However, like many translation theorists, his ideas have been both praised and critiqued by scholars and practitioners in the field. Translation theory is a dynamic and evolving field, and different translators may choose to adopt various principles and approaches depending on the specific context and purpose of their translation work. There are some of the many problems that translators may encounter. Effective translation requires a deep understanding of both the source and target



languages and cultures, as well as strong linguistic and cultural competence. Additionally, collaboration and continuous improvement are key to addressing and overcoming these challenges.

References

- Abdussamad, Z. (2021). *Metode Penelitian Kualitatif*. Makassar: CV. syakir Media. Press.
- Alves, D., Braga, C., & Liparini, T. (2016). *Translation and Ethics: making translation choices ideologies that underlie the source text*. Potugis: Letras & Letras.
- Budiman, R. (2015). *Teori dan masalah penerjemahan*. Jakarta: Universitas Terbuka.
- Creswell, J.W., & J.C. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). Lincoln: Sage Publications Inc;
- In Hunt, P. (. (2004). *International companion encyclopedia of children's literature*. New York: Routledge.
- Kardijan, D. (2019). Analisis Penerjemahan Lirik Lagu "It's My Life" Karya Bon Jovi. *Jurnal Siliwangi*, <http://publikasi.unsil.ac.id/index.php/JSSP/article/view/742/pdf>.
- Maharani, C. (2021, Mei 16). *InterpretasiLirik*. Retrieved from <https://www.interpretasilirik.com/>:



<https://www.interpretasilirik.com/2021/01/niki-la-la-lost-you-terjemahan-arti.html>

Newmark, P. (1988). *A Textbook of Translation*. U. K.: Prentice Hall. International Ltd.

Nida, E. A., & Taber, C. R. (1982). *The Theory and Practice of Translation*. Netherlands: Leiden: E. J. Brill.

Purba, K. D., et al. (2022). Analyzing Translation Method in Song Lyric "Memories" Maroon 5 From English to Indonesian. *Multiscience*. Vol 2 No 11, February. E-Issn 2722 - 2985.

Singgih. (2011). Metode Penerjemahan. *Letras*, <http://linguistik-penerjemahan.blogspot.com/2011/12/metode-penerjemahan.html>.

Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.

Washbourne, R. K. (2014). The outer limits of otherness:. *University of Western Ontario*, <https://www.researchgate.net/profile/Richard-Washbourne>.

Zakiyah Anwar, F. (2020). Strategies And Techniques of Translation in Translating Songs As 21st Century Curriculum. *Manajemen Pendidikan*. p-ISSN 1907-4034, e-ISSN 2548-6780 <http://journals.ums.ac.id/index.php/jmp>. DOI: 10.23917/mp.v15i1.10744.

