



UNNES
Universitas Negeri Semarang

**INDONESIAN TRANSLATION QUALITY ON KIDS' SONG LYRICS IN
BARNEY AND FRIENDS THE EMPERORS' CONTEST EPISODE**

a final project

**submitted in partial fulfillment of the requirements
for the degree of *Sarjana Sastra* in English**

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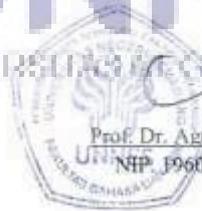
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MOTTO AND DEDICATION

“The limits of my language means the limit of my world”. (Ludwig Wittgenstein)



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This final project is dedicated to

Bapak and Ibuk

My family

Mas

and

My Self

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Semarang, May 2016

The Writer



ABSTRACT

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This research focuses on the analysis on the translation quality of kids' song lyrics in Barney and Friends the Emperors Contest episode. It is about children television program from America which contains drama and song. The object of this study are to find out the accuracy, the acceptability, and the readability of the translation of the kids' favorite songs which are translated in Indonesian. Theory of translation quality which the researcher used is from Nababan, he assesses the quality of translation by three aspects. They are accuracy, acceptability and readability. This is descriptive qualitative research. Descriptive research is a procedure of problem solving by describing the subject or the object of the study based on the visible facts. Qualitative research does not deal with the testing of a theory or hypothesis, but it deals with understanding of theory. The result of the study found that in the term of accuracy, there were 127 data (78.52 %) were accurate, 28 data (17.2 %) were less accurate, and 8 data (4.28 %) were inaccurate. In the term of acceptability, there were 157 data (96.32 %) were acceptable, 1 data (0.62 %) was less acceptable, and 5 data (3.06 %) were unacceptable. In the term of readability, there were 126 data (77.3 %) were readable, 16 data (9.82 %) were less readable, and 21 data (12.88 %) were unreadable. Finally, the translator should be aware in translating a text. They should know there are some points that must be completed to make a good translation. It is hoped that this research would be useful for English Department Students to give references about translation quality studies and knowledge and benefit for the readers who has interesting in translation quality studies.

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CHAPTER I

INTRODUCTION

This chapter presents the background of the study, reasons for choosing topics, statement of the problem, objective of the study, and outline of the study.

1.1 Background of the Study

Translation means the process of translating words or text from one language into another. As stated by Catford (1965:1) that translation is an operation performed on languages: a process of substituting a text in one language for a text in another. In translating the text, the translator must be able to weigh whether their translation is good translation or not for the reader.

For that reason the translator must know the requirement for a good translation. There are some assessment point to reach a good translation. As stated by Hartono (2013:81) that the accuracy, clarity, and naturalness are three key points that must be the aim in the evaluation of translation. However, it is emphasized by Nababan in Hartono (2013:91-93), translation quality assessment may be assessed from three aspects, they are accuracy, acceptability, and readability.

In this research about translation quality, *Barney and Friends* can be used as data considering that *Barney and Friends* has many songs which have translated. *Barney and Friends* is one of American educational children's

television program which was started in 1992 precisely on April 6, 1992 to the present in the USA. This film is reserved for children. Barney is a Tyrannosaurus Rex purple that deliver learning through song and dance with a friendly attitude and a little optimistic. Like other children's television program, *Barney and friends* has dialogue, music and song. They are used to attract the children. Nowadays, it is difficult to find program on television which are full of meaning and contains the value of education for children. However, this program is guaranteed to entertain and also provide positive lessons.

For that reason, many countries adapted this children's television program to give qualified program for children. This program is not only come in television but also comes in DVD version. In Indonesia, this program is broadcasted in ANTV and to help children in understanding the program many translators make indonesian version for this program since not every single children understand in English. Not only the dialogue which are dubbed in Bahasa but also the songs are subtitled too. It makes the translator has to concern to the synchronization between the songs in both source language and target language.

The researcher wants to give some examples of translated songs which is taken from *Barney and friends Emperors Contest* episode here :

Example 1 : Barney Theme Song

Barney is a dinosaur from our imagination,	<i>Barney dinosaurus dari khayalan kami,</i>
And when we saw him is what we called a dinosaur sensation,	<i>Saat kami melihatnya kami sebut sensasi dinosaurus,</i>
Barney's friends are big and small,	<i>Teman barney besar kecil,</i>
They come from lots of places,	<i>Dari berbagai tempat,</i>
After school they meet to play,	<i>Usai sekolah mereka bermain,</i>
And sing with happy faces,	<i>Dan bernyanyi dengan wajah gembira,</i>
Barney shows us lots of things,	<i>Barney mengajarkan banyak hal,</i>
Like how to pretend,	<i>Seperti bermain pura-pura,</i>
ABC and 123 and how to be a friend,	<i>ABC dan 123 dan cara berteman,</i>
Barney comes to play with us	<i>Barney datang bermain dengan kami</i>
Whenever we may need him	<i>Kapanpun kami membutuhkannya</i>
Barney can be your friend too	<i>Barney juga akan menjadi temanmu</i>
If you just may believe him	<i>Jika kau percaya padanya</i>



Example 2 : If I Had One Wish

If we had one wish	<i>Jika kami punya satu keinginan</i>
we would love to fish,	<i>kami ingin memancing,</i>
With all our fishing gear	<i>Dengan membawa perlengkapan memancing</i>
We would like to go out to catch some trout	<i>Kami mau pergi untuk menangkap ikan trout</i>

In a pond or lake that's near	<i>Dikolam atau danau yang dekat</i>
With a pole and some bait	<i>Dengan gagang pancing dan umpan</i>
and a very special hat	<i>dan topi yang sangat istimewa</i>
We'd love to go fishin' like we've been	<i>Kami suka pergi memancing seperti</i>
wishin'	<i>keinginan kami</i>
That's all there is to that!	<i>Hanya itu yang kami inginkan</i>

On the examples of translated song above, the researcher found the translated text which is less accurate like “*they come from lots of places*” translated into “*dari berbagai tempat*” and the translated text which is less acceptable like “*we would like to go out to catch some trout*” translated into “*kami mau pergi untuk menangkap ikan trout*”. In the researcher's opinion there are also some translated texts that could not be understood by kids like the word *khayalan*, *sensasi*, and *bermain pura-pura*. Since this program is intended for kids, those problems are important to discuss. The researcher wants to know whether this translation is clear enough or not for children and Indonesian who watch this program.

Concerning many problems of translations which are resulted by subtitling technique, it is interesting to make a research about Indonesian translation quality on kids' song lyrics in Barney and friends the Emperors' Contest episode which are subtitled in Bahasa.

1.2 Reason for Choosing Topic

The reason for choosing the topics are stated as follows :

1. There are a lot of children's television programs that appear in various languages which are translated into Indonesian whether

through the use of subtitle or dubbing. It should be nice if we know whether the translation is good or not.

2. The researcher chooses *Barney and friends* as the object of this study because it is a children's television favorite series which comes from America and then spread in around the world.
3. Since the audiences of *Barney and friends* are children, so the researcher wants to analyze whether the quality of the translation is understood by children or not.
4. It is helpful for everyone to have knowledge about Indonesian translation quality. Hopefully by having knowledge about Indonesian translation quality, everyone will know which one is good or not.

1.3 Statement of the Problem

In order to focus on the study, the researcher will limit the discussion of the study by presenting the following problems:

1. How accurate is the translation of the kids' song lyrics in *Barney and friends* the Emperors' Contest episode?
2. How readable is the translation of the kids' song lyrics in *Barney and friends* the Emperors' Contest episode?
3. How acceptable is the translation of the kids' song lyrics in *Barney and friends* the Emperors' Contest episode?

1.4 Objective of the Study

The following objectives are expected to be achieved in the study:

1. To find out the accuracy the translation of the kids' song lyrics in Barney and friends the Emperors' Contest episode.
2. To find out the readability the translation of the kids' song lyrics in Barney and friends the Emperors' Contest episode.
3. To find out the acceptability the translation of the kids' song lyrics in Barney and friends the Emperors' Contest episode.

1.5 Significance of the Study

This study is expected to be useful for:

1. The Translator, to tell the description of a good translation.
2. Further researcher, to be used as a additional data to be conduct the studies with the same topic.

1.6 Outline of the Study

This research is divided into five chapters. Chapter one talks about the introduction of the study. It covers the background of the study, reasons for choosing topics, statement of the problem, objective of the study, significance of the study and outline of the study.

In Chapter two there is review of related literature. This chapter consists of review of the previous studies and review of the theoretical studies.

Chapter three is the method of the investigation. It covers research design, object of the study, target of the study, roles of the researcher, type of data, units of analysis, procedure of collecting data and instrument for collecting data.

Chapter four is finding and discussion. In the last chapter which is chapter five, there will be conclusions and suggestions of the study.



CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter consists of two sections. The first section presents the review of the previous study and the second section presents the explanation about the theories related with this study.

2.1 Review of the Previous Study

There has been several research on translation quality. Shabnam Shakernia (2014) conducted a research titled *Study of House's Model of Translation Quality Assessment on the Short Story and Its Translated Text*. He shows that House model on comparative Source Text – Target Text analysis is leading to the assessment of the quality of the translation, highlighting mismatches or errors. He applies House's Model of Translation Quality Assessment on a short story named the Grapes of Wrath by John Stein Beck. He uses that model to find out whether the translated works is translated covertly or overtly.

A translation studies journal titled *A Point about the Quality of the English Translation of Gulistan of Saadi by Rehatsek* from Dr. Mohammad Shariati and Ahmad Shariati (2014). This study aim to check the reliability of some translations regarding the depth of the translators' understanding of the source language in this case Persian and to raise consciousness in both Persian and English readers regarding the translations' level of accuracy. The result is some

faults were identified in each and all the selected texts showing contextual, cultural and structural mismatches and misinterpretations.

There is another study from Hala Sharkas (2009) titled *Translation Quality Assessment of Popular Science Articles: Corpus Study of the Scientific American and its Arabic Version*. This study examines the problems of translation that the genre of popular science feature articles poses for translators and investigates the methods followed in dealing with these problems and their ability to produce adequate translations.

There is also another journal from Daniel Vallès (2014) titled *Applying Juliane House's Translation Quality Assessment Model (1997) on a Humorous Text: A Case Study of The Simpsons*. He aims to evaluate the performance of Juliane House's (1997) influential model of translation quality assessment on the analysis of humorous texts through its application on a translation of an episode of the animated US-American TV series The Simpsons series The Simpsons. In order to assess its performance on a humorous text, a number of relevant theoretical concepts are initially reviewed.

Another article from Muhammad Awaluddin Kamil (2014) titled *An Analysis of English-Indonesian Translation Quality on Twitter Web Pages (A Case Study)* explains that the translators, in relation to the characteristics of good translation, should create and choose natural and clear translation to achieve the goals to attain the real message of the text.

Another journal from Alireza Shahraki and Amin Karimnia (2011) *Waddington's model of translation quality assessment: a critical inquiry* explain

that to assess a translated work, just like marking a translation, is a highly subjective task. There is not any objective index according to which, reviewers can assess or mark a translation. They apply Waddington's model of translation quality assessment on the Persian translation of George Orwell's 1984, by Baluch. They choose twenty paragraphs randomly and compared and contrasted precisely with their parallel translations to assess the quality of translation.

From explanation above, the researcher concludes that there are many model of translation quality assessment to assess translation. In this study the researcher uses theory from Nababan to apply in her research to find out the translation quality on kids' song lyrics in *Barney and Friends the Emperors' Contest episode* from the accuracy, acceptability and readability aspect.

2.2 Theoretical Background

In this section, the researcher would like to talk about two areas of studies: (1) translation (2) process of translation and (3) translation quality assessment.

2.2.1 Definition of Translation

There are several definitions of translation that have been raised by experts. These definitions differ according to the background and their perspective on the translation.

Nida and Taber state in As-Safi (1997:1) that translation consist of reproducing in the receptor language the closest natural equivalence of the source language message, first in terms of meaning and secondly in terms of style.

Newmark also states (1988:5) that translation is rendering the meaning of a text into another language in the way that the author intended the text.

Susan Bassnett (1980:12) adds that translation involves the rendering of a source language (SL) text into the target language (TL) so as to ensure that (1) the surface meaning of the two will be approximately similar and (2) the structures of the source language (SL) will be preserved as closely as possible but not so closely that the target language (TL) structures will be seriously distorted.

From those quotations, the researcher concludes that translation is the act of rendering the source language into target language, without changing the original meaning from the author.

2.2.2 Process of Translation

Process is a series of actions that produce something. There is no exception for translator, they also need process to gain a translation. Nida and Taber (1982:33) state in their book that process of translation divided into three steps. They are analysis, transfer and restructuring. (1) Analysis (analysis the meaning of the source text), which includes the analysis of the grammatical relationship and the meaning of the words and combination of words, (2) transfer, in which the analyzed material is transfer in the mind of translator from language A to language B, and (3) restructuring, the transferred material is restructured in order to make the final message fully acceptable in the target language.

Meanwhile, As-Safi (1997:33) states that translation process is deemed a rewriting process and the translator is a re-writer who can alter or manipulate

the source text (ST) in such a way as to be acceptable in the target language and culture. Therefore, translator should consider and understand carefully in every step they did to translate the text.

2.2.3 Translation Quality Assessment

There are some standards to check the quality of translation. Related to the translation principle, Duff states as cited by Agustina (2013:17-18) proposes some general principles which are supposed to be relevant to all translations :

- a) The translation should reflect accurately the meaning of the original text. Nothing should be arbitrarily added or removed, though sometimes part of the meaning can be transposed.
- b) The ordering of the words and ideas in the translation should match the original as closely as possible. This is particularly important in translating legal documents, guarantees, contracts, etc. However, differences in the language structure often require changes in the form and order of words. When in doubt, underline in the original text the words on which the main stress falls.
- c) Languages often differ greatly in their levels of formality in a given context, for example in the business letter. To resolve these differences, the translator must distinguish between formal and fixed expression, and personal expression in which the researcher or speaker sets the tone.
- d) One of the most frequent criticisms of translation is that it does not sound 'natural'. This is because the translator's thoughts and choice of words

are too strongly molded by the original text. A good way to avoid the influence of the source language is to set the text aside and translate a few sentences aloud from memory. This will suggest natural patterns of thought in the first language which may not come to mind when the eye is fixed on the SL text.

- e) It will be better if the translator does not change the style of the original. But if it is needed, for example because the text is full of repetitions or mistakes in writing, the translator may change it.
- f) Idiomatic expressions including similes, metaphors, proverbs, and sayings, jargon, slang, and colloquialisms and phrasal verbs are often untranslatable.

According to Kovacs (2008:3) the translation should be complete, timely, true, reliable, authentic, relevant, faithful, valid, fit for purpose, suitable for occasion, acceptable by client or standards, to the point, professional, equivalent in terms of, wholly, partly, hardly, etc.

As stated by Larson in Hartono (2013:79-80) that at least there are three reasons to assess the translation. First, the translator translators want to believe that the translation is accurate or equivalent (accurate) or not. Second, translator want to know whether the translation was clear (clear) or not. And the last, the translator want to know whether the translation was acceptable (natural) or not. Hartono also adds (2013:81) that the accuracy, clarity, and naturalness are three key points that must be the aim in the evaluation of translation.

It is also emphasized by Nababan in Hartono (2013:91-93), translation quality assessment may be assessed from three aspects, they are accuracy, acceptability, and readability. These three aspects are described below.

1) Accuracy

The first aspect is accuracy. As said by Hartono (2013:81-82) accuracy test means to check whether the meaning is transferred from Tsu is the same as the one in Tsa. Translator goal is to communicate meaning accurately. Translators should not ignore, add or subtract the message contained in Tsu, because influenced by the shape of formal Bsa. As said by Nababan in Hartono (2013:92) on his accuracy level grading scale, accurate means that the meaning of words, phrases, clauses, and sentences from source language (SL) are transferred accurately into the target language (TL), there is no distortion. Therefore it can be concluded that the accuracy of a translation related to the accuracy of the transfer of the original message or the meaning contained in the source language text into the target language text. Below is the table accuracy indicator as explained by Nababan in Hartono (2013:92).

Table 2.1 Accuracy Indicator

Scale	Accuracy Indicators	Conclusion
3	The meaning of words, phrases, clauses, and sentences from source language (SL) are transferred accurately into the target language (TL), there is no distortion.	Accurate

2	Most of the meaning of a word, phrase, clause, and sentence of source language (SL) is transferred accurately into the target language (TL). However, there is still a distortion of meaning that disrupt the integrity of the message.	Less Accurate
1	the meaning of a word, phrase, clause, and sentence in the source language (SL) has been transferred inaccurately into target language (TL).	Inaccurate

2) Acceptability

As said by Larson in Hartono (2013:84) stated that the purpose of the translation is to produce idiomatic translation, which is the translation that has the same meaning with the source language (SL) which stated in reasonable form in the target language (TL).

Larson in Hartono (2013:84-85) suggested that the translation was considered reasonable if:

1. Meaning in source text (ST) communicated accurately.
2. The meaning which is communicated into the target language (TL) using a form of grammar and vocabulary normal or reasonable.
3. The translation reflects the act of communication commonly that is encountered in the context of and between the communicant in the target language (TL).

Below is the table of acceptability indicator as explained by Nababan in Hartono (2013: 93).

2.2 Table Acceptability Indicator

Scale	Acceptability Indicators	Conclusion
3	The translation feels natural; a term is commonly used and familiar to the reader; words, phrases, clauses, and sentences that are used are in accordance with the rules of Indonesian.	Acceptable
2	Translation already feels natural, but there is a bit of a problem on use of the term; there was a slight grammatical errors.	Less Acceptable
1	Translations are not natural or feels awkward and terms used uncommon; words, phrases, clauses, and sentences that are used do not conform to the rules of Indonesian.	Unacceptable

3) Readability

Larson states in Hartono (2013:83) that the readability test is intended to express the degree of ease of a text. In this case, it needs to be examined whether a text translation results it is easy to understand the point or not. Below is the table of readability indicator as explained by Nababan in Hartono (2013:94).

2.3 Table Readability Indicator

Scale	Readability Indicators	Conclusion
3	Word, phrase, clause, and sentence translation can be easily understood by the reader.	Readable
2	Translation can be understood by the reader, but there are certain parts that should be read more than once to understand the	Less Readable

	translation.	
1	Translation is difficult to be understood by the reader.	Unreadable

All of them, accuracy, acceptance, readability have an important role in determining the quality of the translation. The accuracy has the highest weight continued acceptability and readability. That is, even if it should be a little sacrifice one aspect, the accuracy should remain the main objective of a translation.

2.3 Theoretical Framework

Translating the text is not as easy as it seems. Translation is the act of rendering the source language into target language without changing the original meaning from the author. The quality of the translation is the most important thing. The translator has to find the equal word from source text to target text as accurate as possible. They also has to find the word which can be accepted into target's culture, in order to make their translation can be understood clearly. The readability of the translation is also important, moreover if the text which will be translated is the kids song. The translator has to use the easiest word to make the children understand the meaning easily.

For that reason, in this research the researcher used theory from Nababan to assess the quality of the translation on kids' song lyrics in *Barney and Friends the Emperors' Contest episode*. The assessment of this translation are the

accuracy and the acceptability which were assessed by three raters who expert in English and Indonesian, and also the readability assessment which were assessed by three raters and also four readers who have ability in reading, speaking and understanding Indonesian language.



CHAPTER V

CONCLUSIONS AND SUGGESTIONS

This chapter presents conclusions of the study and the suggestions on the basis of the result of the study.

5.1 Conclusions

The researcher concluded the results of the research based on data analysis of Indonesian translation quality on kids' song lyrics found in a DVD entitled Barney and friends the Emperor's Contest episode. The total data were 163 lines of lyric from 11 songs from Barney and friends. Based on the data analysis in the previous chapter, it could be concluded that there were 3 aspects which used to assess the quality of translation. They were, accuracy, acceptability, and readability.

The percentage of accuracy level showed that 78.52 % was accurate, it proved that this translation was translated accurately from source language into target language. Yet, still the translator too much deleted some words like the subject, predicate and object. The translator should write the translation completely, because the deletion makes some distortion of meaning that disrupt the message of translation. There were also some inaccurate translation in this research. It is caused there is no word in target language that match with the

source language, therefore the translator was not translated accurately from the source language into target language.

The percentage of acceptability level showed that 96.32 % was acceptable. Almost the whole of this translation used word and term which could be understood and accepted by target's culture. The percentage of less acceptable and unacceptable level are very small. It is just only a few words which could not be accepted.

The readability level is the important thing because this program is tended for kids. The percentage of readability level showed that 77.3 % was readable. Although the percentage number proved that this translation is readable for kids, but they may watch this program with their parents as their guidance to elaborate their language since there are still a few words that could not understood by the kids.

5.2 Suggestions

Regarding the result of the research, the researcher gives suggestions as follows :

- 1) For the translator

The translator should be aware in translating a text. They should know there are some points that must be completed to make a good translation and they have to know the translation is tended for whom in order to choose the suitable word for the translation.

2) For further researcher

The result of the researcher is hopefully expected to be useful to give additional data and references about translation quality studies.



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