

CHAPTER 1

INTRODUCTION

1.1 Background

Language is one of tools for human communication. Without language, people will never be able to communicate with others. Communication has purposes to send message to other people. People need language to interact, to look for and give people benefit information. This research uses descriptive qualitative method in observation.

Translation is a mental activity in which a meaning of given linguistic discourse is rendered from one language to another. "According to Ghazala (1995), "translation is generally used to refer to all the process and methods used to convey the meaning of the source language in to the target language" (p.1 Ghazala definition focuses on the notion of meaning as an essential element in translation.)"

Translation follows the era which is demanded as a problem solver for giving clear message from different culture. In translating the translation in SL into TL, the translator must understand the cross culture understanding before they translating into target language. Song is a composition made up of lyrics and music, with the intent of the lyrics being sung, for the purpose of producing a proportionate feeling or emotion in relation to a particular matter. Every songs has each own message, the message depends on the writer how he puts the words to the lyrics to be able delivered to them.

Song become interesting because song is variety of language which one can be used as an instructional object and for the result might make the learning objective to be achieved. Variety of language that is used in song lyrics called as figurative language. In translating the translation of figurative language is not that easy, he must know the same meaning first to translate figurative language into TL. “According to Catford (1995), “translation is the replacement of textual material in one language (SL) by equivalence textual material in another language (TL)”, (p 20).” Many song lyrics use figurative language, but some people don’t realize that. People just listen to the music and don’t know what the meaning of the song is. We can use figurative language to understand the utterances of the lyrics meaning and avoid various interpretations. Figurative languages are words and expressions used in poems and songs to convey various meanings and interpretations from the literal meaning. “According to M. H. Abrams (1999: 96) figurative language is a conspicuous departure from what users of a language apprehend as the standard meaning of words, or else the standard order of words, in order to achieve some special meaning or effect.” It means in words always there are meaning to understand people who read or listen the words.

A song writer must have a message that they want to convey to their listener, such as Taylor Swift in her album “Lover”. Taylor Swift is an American singer, songwriter whose tales of young heartache achieved widespread success in the early 21st century. Taylor’s song is become famous in the world and the lyric is so meaningful. The researcher want to know how many figurative language in her song lyric “Lover” album. In this album is all about love and life. Some songs also

inspired by her love life event, somehow it shows that she is really smart singer that can turn a heartbreak to earn money. The listeners are supposed to understand what is singer or song writer wished to deliver. Therefore, they can listen with great relish.

The researcher will analyze figurative language and its translation. It focuses on analyze figurative language and translation method used in translating figurative language in this album and also qualities translation in translating figurative language. In this album, there are many types of figurative languages in every statement of lyrics. The researcher just wants to identify figurative language which are personification, simile, hyperbole, metaphor and paradox.

1.2 Limitation of the Problem

This research is focused on analyzing figurative language in the song lyrics “Lover” album by Taylor Swift and limits the analysis on the description of types of figurative language such as personification, simile, hyperbole, metaphor, paradox, the translation method and translation quality used toward its translation.

1.3 Research Question

- 1.) What types of figurative languages on used in the song lyrics of Lover album by Taylor Swift?
- 2.) What kind of translation methods on used in translating figurative language in the song lyric of Lover album by Taylor Swift?
- 3.) What is the impact of the translation method used by the translator toward its translation?

1.4 Objective of The Research

- 1.) To find types of figurative language used in the song lyrics of Lover album by Taylor Swift.
- 2.) To find out translation methods used in translating figurative language in the song lyric of Lover album by Taylor Swift.
- 3.) To find out the impact of translation method used by the translator toward its translation.

