

CHAPTER I

INTRODUCTION

1.1 Background

Emotion plays an essential role in human life because it influences how people think, behave, and interact with one another. In communication, emotions are important because they help people express how they feel, connect with others on a deeper level, and give meaning to the language they use. This applies not only to everyday conversations, but also to artistic forms of expression such as literature, music, poetry, and storytelling. Emotions are not just simple reactions, but they are complex experiences that involve thoughts, feelings, and expressions. They guide the way people choose their words, tone of voice, and even their silence. Because of this, emotions are closely connected to language. When someone speaks or writes, especially in personal or creative forms, what they express is often deeply rooted in how they feel. In this way, emotion becomes more than just a background feeling, but it also becomes an essential part of how language works and how meaning is built through words.

In this case, Taylor Swift's *folklore* (deluxe version) album is a great example of written literature work to express strong feelings in a poetic way. The lyrics across the 17 tracks tell emotional stories, which about love, loss, friendship, regret, hope, and more. These emotions are not always said directly, sometimes they are hidden in metaphors, imagery, or certain word choices. This is why the album is interesting to study because it shows how language can be used to carry and communicate deep emotions. By analyzing the emotions in

the lyrics, we have better understanding how Taylor Swift uses words to express feelings and how listeners might relate to those feelings emotionally. This makes the Folklore album not only enjoyable to listen to but also meaningful to explore in an academic study.

In the context of cross-linguistic communication, the translation of emotionally loaded texts becomes a challenge. Translation is not merely about converting words from one language to another, but also about transferring meaning, nuance, and emotion (Baker, 2011). In the case of song lyrics, this task becomes more intricate due to the cultural, emotional, and poetic elements embedded in the original text. The emotions present in Taylor Swift's lyrics must be carefully translated into Indonesian to preserve their intended impact. Thus, this study explores the intersection of emotion and translation, using Shaver's emotion approach and Mona Baker's translation strategies to examine how emotions are retained, transformed, or possibly lost in translation.

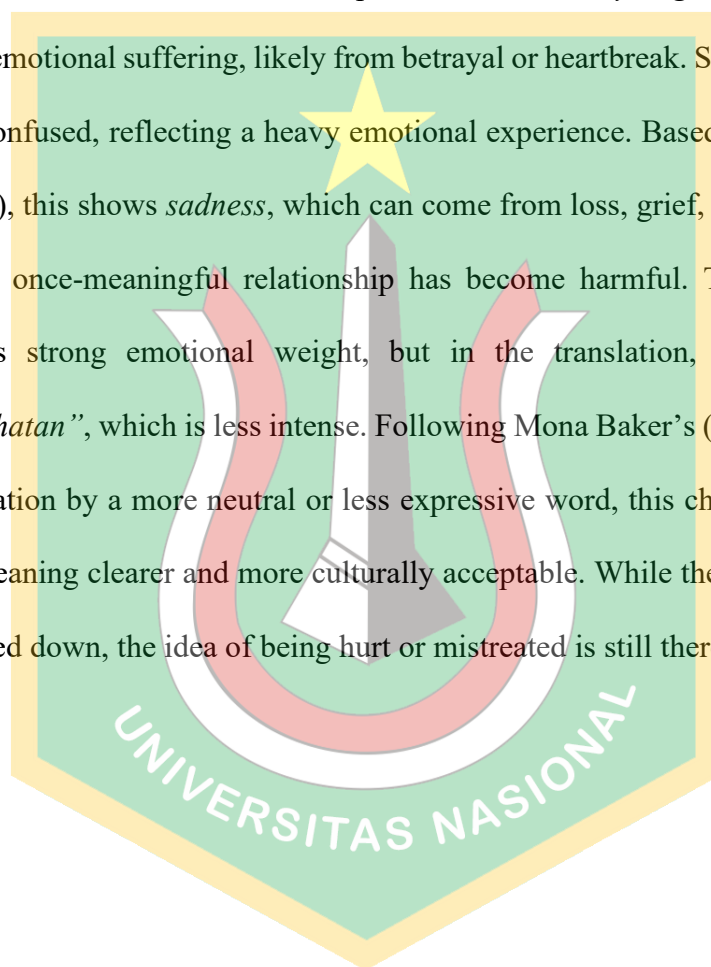
This research aims to examine the types of emotions expressed in the *folklore (deluxe version)* album and how those emotions are translated into Indonesian. This topic is considered important and relevant because music is a universal language that transcends linguistic boundaries, yet relies heavily on emotion to communicate meaning. By analyzing both the emotional content and the translation strategies used, the study hopes to provide a deeper understanding of the relationship between language, emotion, and translation.

For example, in the lyric from the song “my tears ricochet”:

SL : Did I deserve, babe, all the hell you gave me?

TL : Apakah aku pantas mendapatkan kejahatan yang kau berikan?

In the lyric above, the speaker wonders if she truly deserved the pain caused by someone she once loved. The phrase “*all the hell you gave me*” expresses deep emotional suffering, likely from betrayal or heartbreak. She feels both hurt and confused, reflecting a heavy emotional experience. Based on Shaver et al. (1987), this shows *sadness*, which can come from loss, grief, or the realization that a once-meaningful relationship has become harmful. The word “*hell*” carries strong emotional weight, but in the translation, it’s softened to “*kejahatan*”, which is less intense. Following Mona Baker’s (2011) strategy of translation by a more neutral or less expressive word, this change helps make the meaning clearer and more culturally acceptable. While the emotional force is toned down, the idea of being hurt or mistreated is still there.



1.2 Limitation of the Problem

This research focuses on selected songs from Taylor Swift's *folklore* (*deluxe version*) album which consists of 17 tracks of song, analyzing the English lyrics and their Indonesian translations. The study is confined to examining emotions and the translation strategies employed to convey them. The source language is English, and the target language is Indonesian.

1.3 Research Questions

The research seeks to answer the questions as formulated in the following :

- 1) What types of emotions are found in the selected songs from Taylor Swift's *folklore* (*deluxe version*) album?
- 2) What translation strategies are used to convey these emotions from English to Indonesian?

1.4 Objectives of the Research

- 1) To identify and categorize the emotions expressed in the selected songs from Taylor Swift's *folklore* (*deluxe version*) album.
- 2) To analyze the translation strategies employed in conveying these emotions from English to Indonesian.