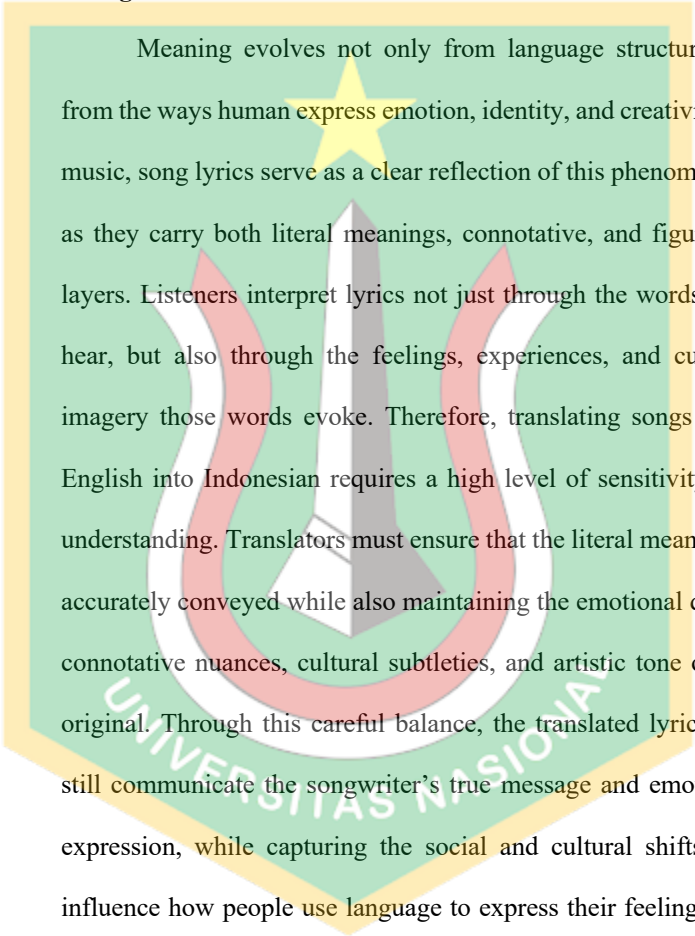


CHAPTER I

INTRODUCTION

1.1 Background

The background of the text area features a large, semi-transparent watermark of the Universitas Nasional logo. The logo is a shield-shaped emblem with a yellow star at the top, a white arrow pointing upwards in the center, and two red curved lines on either side. The text "UNIVERSITAS NASIONAL" is written in a circular path around the central elements.

Meaning evolves not only from language structure but from the ways human express emotion, identity, and creativity. In music, song lyrics serve as a clear reflection of this phenomenon, as they carry both literal meanings, connotative, and figurative layers. Listeners interpret lyrics not just through the words they hear, but also through the feelings, experiences, and cultural imagery those words evoke. Therefore, translating songs from English into Indonesian requires a high level of sensitivity and understanding. Translators must ensure that the literal meaning is accurately conveyed while also maintaining the emotional depth, connotative nuances, cultural subtleties, and artistic tone of the original. Through this careful balance, the translated lyrics can still communicate the songwriter's true message and emotional expression, while capturing the social and cultural shifts that influence how people use language to express their feelings and creativity.

Connotation is deeply intertwined with everyday communication because people rarely rely solely on literal

meanings when expressing their thoughts and emotions. In daily interactions, we tend to choose words that carry certain tones, feelings, or associations—whether to show affection, express frustration, or describe experiences that are difficult to convey directly. These additional layers of meaning, known as connotations, arise from shared cultural experiences, social norms, and the way communities interpret language. This phenomenon is also strongly reflected in song lyrics. Songwriters do not simply state their messages directly; they carefully select words that evoke particular emotions or imagery. As a result, listeners often feel connected to a song not just through its literal meaning, but through the emotional resonance and implied meanings behind the words—such as love, heartbreak, longing, or empowerment. In translating English song lyrics into Indonesian, connotation becomes an essential aspect that cannot be overlooked. Based on Nida (1964), concept of dynamic equivalence, translators must pay attention not only to the basic meaning of each word, but also to the emotional and associative nuances it carries, since even a slight shift in connotation can influence how the target audience perceives the tone and emotional impact of the song.

This issue becomes especially meaningful when analysing JADE's album *That's Showbiz Baby!*, which illustrates the challenges, pressures, and emotional realities faced by a woman working within a male-dominated and often toxic music industry.

The lyrics reveal experiences that many people encounter in their daily lives, including the need for recognition, the weight of external expectations, and the effort to maintain resilience amid difficult circumstances. By examining how connotative meanings that shapes into Indonesian, this study demonstrates how everyday human experiences are interpreted, transformed, and occasionally altered through the translation process.

The objectives of this study are to identify shifts in meaning, classify connotations as positive or negative, and examine how connotative meaning interacts with creative language choices to communicate the artist's personal and emotional experiences. Understanding this process is essential for translators to balance literal meaning with emotional and cultural nuances, so the original message and aesthetic experience of the song are preserved and feel natural to the listener. This topic is chosen because translation is not merely about transferring words, but also about conveying tone, emotion, and cultural context in a

way that sounds natural in the target language. The importance of this study lies in its contribution to understanding how meaning adaptation works in lyric translation. For example, the phrase “*It’s so bittersweet*” translated into “*Rasa manis yang menyakitkan*” shows how translators preserve emotional intent even when the structure changes. Thus, this study offers valuable insight into how lyrics affect both linguistic accuracy and cultural representation in song translation.

1.2 Limitation of Problem

This study focuses on the analysis of English song lyrics from the album *That’s Showbiz Baby!*, which contains fourteen tracks,: Angel Of My Dreams, IT Girl, FUFN (Fuck You For Now), Plastic Box, Midnight Cowboy, Fantasy, Unconditional, Self Saboteur, Lip Service, Headache, Natural At Disaster, Glitch, Before You Break My Heart, and Silent Disco, including 8 tracks labelled as explicit. The primary limitation of this study is that it examines only Indonesian translations. By concentrating on translated texts, the study specifically observes how connotative meanings are conveyed from the source language to the target language. This study is limited to identifying connotative meanings in the lyrics and analysing how these meanings shift in

the translation process. It does not examine other elements such as rhyme, rhythm, or musical composition. The focus is solely on connotative aspects and the translator's choices in preserving the emotional tone in the target language.

1.3 Research Questions

1. What connotative meanings are found in the lyrics of JADE's album *That's Showbiz Baby!*?
2. What translation methods are applied in translating the lyrics of JADE's album *That's Showbiz Baby!* from English into Indonesian?

1.4 Objectives of the Research

1. To identify the connotative meanings found in the lyrics of JADE's album *That's Showbiz Baby!*
2. To determine the translation methods applied in translating the lyrics of JADE's album *That's Showbiz Baby!* from English into Indonesian.