



UNIVERSITAS NASIONAL

**CONNOTATIVE MEANINGS IN THE INDONESIAN
TRANSLATION OF *THAT'S SHOWBIZ BABY!* ALBUM
BY JADE**

THESIS OF UNDERGRADUATE

Submitted in Partial Fulfillment of the Requirements for the Sarjana
Sastra (S.S)

**FEBRIAN MAULANA SANTOSO
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**FACULTY OF LANGAGES AND LITERATURE
ENGLISH LITERATURE STUDY PROGRAM
JAKARTA
2026**



UNIVERSITAS NASIONAL

**MAKNA KONOTATIF DALAM TERJEMAHAN BAHASA
INDONESIA ALBUM *THAT'S SHOWBIZ BABY!* KARYA
JADE**

SKRIPSI

Diajukan sebagai Salah Satu Syarat untuk Memperoleh Gelar Sarjana
Sastra (S.S)

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**FAKULTAS BAHASA DAN SASTRA
PROGRAM STUDI SASTRA INGGRIS
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Title of Undergraduate Thesis

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is my own work and contains no plagiarism, it has not been submitted previously for any other assessed unit on this or other degree courses.

I have read and understood the University Regulations on Conduct of Examinations.

Jakarta, February 24th, 2026



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ABSTRAK

Penelitian ini menganalisis makna konotatif dan metode penerjemahan dalam terjemahan lirik lagu dari bahasa Inggris ke bahasa Indonesia pada album *That's Showbiz Baby!* karya JADE. Penelitian ini bertujuan untuk mengidentifikasi jenis makna konotatif serta menganalisis metode penerjemahan yang digunakan dalam mentransfer makna tersebut ke dalam bahasa Indonesia. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan teori konotasi Chaer dan kerangka metode penerjemahan Newmark sebagai landasan utama. Data penelitian berjumlah 116 unit lirik berupa kata, frasa, klausa, dan kalimat yang mengandung makna konotatif, yang diambil dari 14 lagu dalam album tersebut. Hasil penelitian menunjukkan bahwa konotasi negatif mendominasi data, yaitu sebanyak 68 data, diikuti konotasi positif sebanyak 41 data, dan konotasi netral sebanyak 7 data. Dari sisi metode penerjemahan, ditemukan empat metode, yaitu terjemahan harfiah (75 data), terjemahan komunikatif (16 data), terjemahan semantik (14 data), dan terjemahan bebas (11 data). Terjemahan harfiah menjadi metode yang paling sering digunakan, terutama pada lirik berkonotasi negatif, yang menunjukkan bahwa banyak ungkapan dialihkan secara langsung tanpa perubahan yang signifikan. Temuan ini juga menunjukkan hubungan yang erat antara makna konotatif dan metode penerjemahan, karena terjemahan harfiah dan komunikatif cenderung mempertahankan nuansa emosional lirik asli.

Kata kunci: makna konotatif, lirik lagu, metode penerjemahan, analisis semantik, terjemahan bahasa Inggris–bahasa Indonesia.

ABSTRACT

This study examines connotative meanings and translation methods in the English–Indonesian translation of song lyrics from JADE’s album *That’s Showbiz Baby!*. The study aims to identify types of connotative meaning and to analyze the translation methods applied in transferring these meanings into Indonesian. This study employs a qualitative descriptive approach, using Chaer’s theory of connotation and Newmark’s translation method framework as the main theoretical foundations. The data consist of 116 lyric units in the form of words, phrases, clauses, and sentences containing connotative meanings, collected from 14 songs in the album. The findings reveal that negative connotation dominates the data, with 68 occurrences, followed by positive connotation with 41 occurrences and neutral connotation with 7 occurrences. In terms of translation methods, only four methods were identified: literal translation (75 data), communicative translation (16 data), semantic translation (14 data), and free translation (11 data). Literal translation is the most frequently used method, particularly in translating negatively connotated lyrics, indicating that many expressions are transferred directly from the source language to the target language without significant modification. The findings also demonstrate a close relationship between connotative meaning and translation method, as both literal and communicative translations tend to preserve the emotional tone of the original lyrics. This study highlights the importance of maintaining connotative meaning to ensure emotional and artistic equivalence in song translation.

Keywords: connotative meaning, song lyrics, translation methods, semantic analysis, English–Indonesian translation.

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