



CHAPTER I INTRODUCTION

1.1 Background of Study

This study aims is investigating English to Indonesian Translation of Coco melon Channel. This study will be focused on investigating the translation techniques of nursery rhymes in Coco melon channel, and its level of accurations. Coco melon is a channel that successfully attracts children with their nursery rhyme album. This is an American YouTube channels and streaming show for children that were acquired by the British company Moon bug Entertainment. From the original channel, coco melon has 1,1 thousand videos and 173 subscribers.

A nursery rhyme is a little poem or song intended for young children that is typically extremely old (B&G-Marketing, 2019). Furthermore, a nursery rhyme is a customary poem or song written specifically for young children in nations such as Britain and many others to aid in song learning, music education, or simply to increase their cultural awareness (Kelsy, 2016). This is necessary for children. There is much more to nursery rhymes than just amusement. They enhance language development, foster social skills, and introduce infants and kids to the concept of storytelling. Additionally, they provide a foundation for learning in reading and spelling. (B&G-Marketing, 2019). In addition, every country and state in the world has its own unique children's songs, and these songs are part of regional music literature, which is an important literary asset and a representation of the country's unique regional culture (Duan & Xu, 2020).

There are some characteristics of nursery rhymes to understand. As mentioned in the website (B&G-Marketing, 2019). The first is language. Nursery rhymes were composed in an understandable and basic form of English. The second is repetition, which is the use of a word or phrase more than once in a written work. It is applied to get the intended result. Repetitive songs are better at being retained in memory. The third is rhyme. It is a mechanism that follows the principles of repetition, but rather than utilizing words or sentences, it uses sounds. While the fourth is tension and resolution. Nursery rhymes tell a story. Often there is an arch in the rhyme's narrative that has the main character in a point of tension or struggle. The fifth is links to music. Nursery rhymes are a particular kind of poetry



that are frequently connected to a music or song. The sixth is an entertaining. Children are meant to be entertained with nursery rhymes. A delightful game is created by rhyming stories and music. Morality comes in seventh. Many well-known rhymes contain moral lessons that can be gently imparted.

Cited from time.com, Coco melon is a you tube channel that focused on children entertainment (SEMUELS, 2022). They have a music program for kids. According to information provided by market research company Nielsen. In the words of Tubular, a social-video analysis company, the coco melon received 3.6 billion views on YouTube in January 2022, with up to 75% of those views coming from outside the United States. This channel is favourite of the children in many countries.

Translation is a bond for one language to another. It includes communicating, there are SL (source language) and TL (target language) (Nida and Taber, 1982). Since it conveys the meaning of the languages, the cultural aspect of both, never be elapsed (Nida and Taber, 1982). Translator must figure out the correct words to represent the source language meaning, while paying attention to cultural aspect of target language. Regarding above explanation on coco melon, nursery rhymes, and translation, it is interesting how the translation from english to indonesian in coco melon channel. According to Molina and Albir (2002), translation techniques are specific procedures used by translators to solve problems that arise during the translation process, focusing on micro-units of text. These techniques are different from translation methods and strategies that cover the whole text. The choice of an appropriate technique is crucial to achieving accuracy in translation, which is to ensure that the original meaning and context of the source text are preserved and can be well understood by readers in the target language.

SL:

“Twinkle, twinkle, little star

TL:

“*Bintang-bintang di langit*”



The technique used in translating the lyric above is Adaptation. "*Twinkle twinkle little star*" is adapted to "*Bintang-bintang di langit*" to fit the target culture, focusing on stars in the sky. Based on the background described above, this study has certain objectives and expectations. This study aims to analyse the translation techniques in English to Indonesian in the Coco Melon channel. Hopefully, this study can provide insight into the quality.

According to Nababan (2012), the accuracy level in translation refers to how accurately the translation represents the meaning of the source language without changing the meaning. The translation should convey the same meaning, be faithful to the structure and style of the source text, be clear and easy to understand, and be relevant to the target language context. Nababan emphasizes the importance of understanding the source text and the ability to convey meaning accurately in the target language. There are three levels of translation accuracy: accurate (scale 1), less accurate (scale 2), and inaccurate (scale 3). Scale 1 means that the source language text is accurately conveyed into the target language. Scale 2 means that the equivalence between the source language text and the target language text is compromised. Scale 3 means that the source language text and target language text are not equivalent.

Several previous studies have inspired this current study. Terayanti, Mu'in, and Nasrullah conducted the first study in 2023 on nursery rhymes and translation techniques, focusing on the methods translators use for Sapardi Djoko Damono's poetry into English. They identified twelve distinct techniques and utilized a reduction technique for one poem's eleventh line. Their findings provide valuable insights into translation techniques for poetry, potentially impacting both translation and poetry fields.

Second, Baihaqi & Subianto (2022) conducted a study on translating nursery rhymes and providing strategies for language learning. Their study analyzes the challenges and successes in translating eight English-Indonesian nursery rhymes, cultural impacts on translation, and examples of well-translated songs.

Previous studies by Terayanti, Mu'in, and Nasrullah (2023), Baihaqi and Subianto (2022), and Wulandari, Sodik, and Setyaji (2021) have contributed to understanding translation techniques in various literary contexts. This study aims



to bridge the gap in English-to-Indonesian translation, particularly in kid-friendly content like children's songs from websites such as Coco Melon. It focuses on translating nursery rhymes from digital platforms, addressing specific difficulties and acceptability considerations.

Stephenson explained that there are several challenges translators face when translating music into another language. Songs are essentially poems set to music, so when translators work on them, they have to deal with additional requirements like coming up with a fresh take on the song while adhering to rhyme and rhythm constraints, in addition to the standard translation challenges of conveying the original work's meaning, atmosphere, and style (Stephenson, 2014). One of the examples of the nursery rhyme, taken from coco melon is "*Twinkle, Twinkle Little Star*". The translation results show that the translator translated the song lyrics of source language while maintaining the rhyme in the target one.

1.2 Statements of the problem

1. What kind of translation techniques that used in translating English nursery rhymes in Coco melon channel?
2. How is the accuracy of the translation English to Indonesia of nursery rhymes in Coco melon channel?

1.3 Objectives of the Study

1. To mention and explain what are the translation techniques are used in translating English nursery rhymes in Coco melon channel.
2. To know the accuracy of the translation English to Indonesia of nursery rhymes in Coco melon channel.

1.4 Significances of the Study

1.4.1 Theoretical Significances

This research is about translating nursery rhymes. By concentrating on the particular context of translating nursery rhymes, this study adds to the body of knowledge in the field of translation theory. This research delves into the diverse translation approaches and tactics employed in this genre, elucidating how these methods maintain the intended meaning and cultural significance while being pertinent in the target language.



Also, this study emphasizes the significance of taking cultural sensitivity into account and tailoring lyrics' cultural references to the context of Indonesian consumers. The study highlights the importance of cultural sensitivity in the translation process and makes a theoretical contribution to the field of translation studies.

1.4.2 Practical Significances

This study emphasizes the usefulness of translation in reaching a worldwide audience in the era of platforms like YouTube. This promotes the development of multilingual material and cross-cultural communication by making it available to parents and kids worldwide.

Also, with practical implications for content creators and translators, this study looks at the quality of Coco melon music translations. This can act as a guide to make sure translated material maintains its caliber and appeals to the intended audience.

1.5 Scope and Limitation

This study is translation research, especially the translation techniques of nursery rhymes in Coco melon channel. There are 4 nursery rhymes from 1.1 thousand videos that chosen from Coco melon You tube channel. In addition, 4 nursery rhymes that chosen for several reason. Such as the high number of viewers of the you tube account, like the song Twinkle Twinkle Little Star (421 million views), Wheels on the Bus (6,3 billion views), Sick Song (2 billion views), and Finger Family (610 million views). The song is a well-known children's song in Indonesia, and is part of a song that has been translated into Indonesian. Therefore, this research will not discuss the musical aspect, but only the translation of the lyrics. In addition, this research will limit itself to the translated version of the song Coco melon.

1.6 Definition Key Terms

For achieving optimal understanding from various points of view, the researcher in this study uses several key terms. There are several key terms that are used in this study to clarify the terms placed in the title and to avoid different interpretations among the reader. The following is a brief explanation of the title in this study.



1. Translation Techniques

Translation techniques mean the methods the translator uses to transform the text from the source language to the target language. It includes various strategies such as literal translation, adaptation and modulation, each of which is adapted to the context and purpose of translation. The aim is to transfer meaning accurately and naturally, while taking linguistic and cultural aspects into consideration.

2. Nursery Rhymes

According to Bryan, P.E, et al (1989) nursery rhymes are an almost universal part of the lives of English-speaking children. They are poems or songs that are for children.

3. Coco Melon

Cited from time.com, Coco melon is a you tube channel that focused on children entertainment (SEMUELS, 2022). They have a music program for kids. Also, this channel is favorite of the children in many countries.

4. Source Language: Refers to the original language of the text or content that needs to be translated.

5. Target Language: The language desired as the end result of the translation process, where the text from the source language will be translated into that language.