

## ABSTRACT

**Utami, Fitria Putri. 2024.** *Translation Strategies and Singability in The Translated Song “Guess The Animal Song” and “The Tortoise and The Hare”*. Thesis. English Literature Study Program. English Language and Literature Department. Faculty of Humanities. Universitas Jenderal Soedirman. Purwokerto. Supervisor 1: Asrofin Nur Kholifah, S.S., M.Hum. Supervisor 2: Ambhita Dhyaningrum, S.S., M.Hum. External Examiner: Dyah Raina Purwaningsih, S.S., M.Hum.

This research examines song translation strategies and singability in Indonesian as the translated version. The two songs investigated are “Guess the Animal Song – *Tebak Nama Hewan*” and “The Tortoise and the Hare – *Kura-kura dan Kelinci*” obtained from the English and Indonesian versions of *Cocomelon*'s YouTube channel. This study aims to identify the translation strategies employed in two selected songs and assess their level of singability. By applying purposive sampling, a qualitative research approach was implemented. Using the song translation strategies theory by Åkerström (2009) and singability theory by Franzon (2008), the researcher examines 31 lines from “Guess the Animal Song” and 37 lines from “The Tortoise and the Hare”. This research reveals that 6 translation strategies were utilized in the translation of “Guess the Animal Song”, i.e. omission of words (57%), use of rhymes (11%), use of paraphrases (11%), word-for-word translation (11%), reorganization of words and lines of text (5%), and use of English words (5%). In “The Tortoise and the Hare”, 5 translation strategies were applied, i.e. omission of words (47.5%), use of rhymes (29.5%), use of paraphrases (18%), reorganization of words and lines of text (3%), and addition of words (2%). The analysis indicates that omission is both songs' most frequently utilized translation strategy. Moreover, both songs demonstrate a high level of singability, with singability percentage 86% for “Guess the Animal Song” and 82.9% for “The Tortoise and the Hare”. It makes the Indonesian version easy and natural to sing. Additionally, the choice in the translation strategy significantly influences the singability of the songs.

**Keywords:** *Cocomelon*, Nursery Rhymes, Singability, Song Translation Strategies, YouTube

## ABSTRAK

**Utami, Fitria Putri. 2024.** *Translation Strategies and Singability in The Translated Song “Guess The Animal Song” and “The Tortoise and The Hare”*. Skripsi. Program Studi Sastra Inggris. Jurusan Bahasa dan Sastra Inggris. Fakultas Ilmu Budaya. Universitas Jenderal Soedirman. Purwokerto. Pembimbing 1: Asrofin Nur Kholifah, S.S., M.Hum. Pembimbing 2: Ambhita Dhyaningrum, S.S., M.Hum. Penguji: Dyah Raina Purwaningsih, S.S., M.Hum.

Penelitian ini membahas strategi penerjemahan lagu dan *singability* (kemampuan lagu untuk mudah dinyanyikan) dalam bahasa Indonesia. Dua lagu yang dianalisis yaitu “*Guess the Animal Song – Tebak Nama Hewan*” dan “*The Tortoise and the Hare – Kura-kura dan Kelinci*” yang diambil dari channel YouTube *Cocomelon* versi bahasa Inggris dan bahasa Indonesia. Tujuan dari penelitian ini adalah untuk mengetahui strategi penerjemahan apa yang diterapkan dalam kedua lagu tersebut serta bagaimana level dari *singability*-nya. Metode penelitian yang diterapkan adalah metode penelitian kualitatif menggunakan *purposive sampling*. Menggunakan teori Åkerström (2009) mengenai strategi penerjemahan lagu dan Franzon (2008) mengenai *singability*, peneliti menganalisis sebanyak 31 baris lagu “*Guess The Animal Song*” dan 37 baris lagu “*The Tortoise and the Hare*”. Penelitian ini mengungkapkan bahwa terdapat 6 strategi penerjemahan yang digunakan dalam penerjemahan lagu “*Guess The Animal Song*”, yaitu *omission of words* (57%), *use of rhymes* (11%), *use of paraphrases* (11%), *word-for-word translation* (11%), *reorganization of words and lines of text* (5%), dan *use of English words* (5%). Sedangkan dalam lagu “*The Tortoise and The Hare*”, terdapat 5 strategi penerjemahan, yaitu *omission of words* (47.5%), *use of rhymes* (29.5%), *use of paraphrases* (18%), *reorganization of words and lines of text* (3%), dan *addition of words* (2%). Hasil analisis menunjukkan bahwa strategi penerjemahan yang paling banyak digunakan dalam kedua lagu adalah *omission*. Dari segi *singability*, kedua lagu memiliki level *singability* tinggi dengan persentase *singability* sebesar 86% untuk lagu “*Guess The Animal Song*” dan 82.9% untuk lagu “*The Tortoise and the Hare*”. Hal ini menjadikan versi terjemahan lagu dalam bahasa Indonesia mudah dinyanyikan dan natural. Selain itu, ditemukan bahwa pemilihan strategi penerjemahan dapat mempengaruhi hasil *singability* suatu lagu.

**Kata kunci:** *Cocomelon*, lagu anak-anak, *singability*, strategi penerjemahan lagu, YouTube