

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Language is the most important part that always accompanies and fills human activities in various dimensions of life, according to Prasetya, Wuquinnjah (2022). Language is not only understood as a means of communication (Wuquinnjah & Prasetya, 2022)n, but also as a basic ability that is biologically inherent in humans, which allows the formation of unlimited new sentences based on grammatical rules stored in the mind. This ability reflects the complexity of mental structures and abstract thought processes that are unique to humans. Furthermore, language also acts as a marker of social and cultural identity, distinguishing one group of people from another. Thus, language not only represents a means of communication, but also an important instrument in the construction of collective identity, cultural preservation.

Translation is an important process in bridging the meaning between languages and cultures. Newmark (1988) defines translation as an effort to convey the meaning of a text into another language while maintaining the original author's intent. He emphasizes that translation is not only the transfer of words, but also the conveyance of full and contextual meaning. This approach is in line with Catford (1965), The replacement of textual material in one language (SL) by equivalent textual material in another language (TL), by Permana (2019) says that translation is regarded as a process in which each text item from a meaningful source language is replaced by an equivalent text item from the target language, and vice versa. These three views show that translation is not only a linguistic activity, but also an interpretative and communicative one. This research focuses on how meaning can be transferred accurately and communicatively according to the purpose of the text and the needs of the target language readers. Hyperbole is an expression that is overstated. Claridge (2011) defines hyperbole as a non-literal form of language that involves overstated or exaggerated expressions, exceeding the limits of fact or

appropriateness in a particular context. Hyperbole serves to create strong imagery and capture the attention of the reader or listener, as well as strengthen the expression of emotions and characterization of characters. The translation of hyperbole requires special strategies to maintain the dramatic effect and intensity of meaning in the target language without losing the intent of the sentence or becoming unnaturally exaggerated.

The reason the researcher chose Nicole's song album as a data source for the research is that, first, Niki is a famous singer and songwriter. Based on the Kumparan website, Niki is the most popular Indonesian artist on Spotify with more than 4.4 billion plays. Niki also became the first Indonesian female singer to get Gold Certification by RIAA (her song has sold more than 500.000 units in the US) with "Every Summertime". Then the next reason is that the researcher really likes the songs on the album because on Niki's second album, entitled Nicole (12 songs) is very related to the love story of teenagers at this time. The songs in this album tell stories or have meanings about maturity that describe Niki's experiences with love, loss, and longing during her high school years.

1.2 Statement of the Problem

1. What are the types of hyperbole found in the lyrics of Niki's album, and how are they classified based on their form and function in the lyrics?
2. What translation methods were used in translating the lyrics of Niki's album, and how do these techniques convey the original meaning and stylistic elements into another language?

1.3 Purpose of the Study

This study aims to find out the translation of hyperbolic expressions contained in the lyrics of the album "Nicole" by Niki from English into Indonesian. The main focus of this research is to identify the hyperbole in the original lyrics, examine how these expressions are translated, and identify the translation methods used in the process. This research also aims to understand the extent to which the meaning, emotion, and language style of the original lyrics can be retained or adjusted in the translated version.

1.4 Significant of the Study

1. Language skills development: This research can help develop language skills, especially in understanding and analyzing figurative language such as hyperbole. By learning how the style is used in song lyrics and how the translation conveys it into Indonesian, readers can be better trained in capturing implicit meanings, emotions, and differences in cultural context between the source and target languages.
2. Improved translation quality: By analyzing the translation methods used for hyperbolic expressions in songs, this study provides an overview of the methods that can be applied to produce more precise, effective, and emotionally touching translations. Especially in translating hyperbole. By method, it is hoped that this can serve as a reference for translation, especially in translating creative texts such as song lyrics, so that the translation remains in line with the message, style, and emotion of the original text.
3. To the general reader: to understand the translation of hyperbole in songs.

1.5 Methodology of the study

The methodology used in this research is a descriptive qualitative approach. According to Creswell (2023), descriptive qualitative research aims to describe and understand the experiences of individuals or groups. This research involves collecting narrative and unstructured data, such as listening and recording data. Researchers focus on how individuals interpret their experiences and how social and cultural contexts influence those understandings. In this research, the researcher followed several procedural steps in analyzing the use of hyperbole and translation methods in Nicole's album.

The purpose of this study is to analyze hyperbolic expressions found in the lyrics of songs on Nicole's album (2022). This study focuses on identifying, classifying, and analyzing various forms of hyperbole found in song lyrics and appropriate translation methods. This study aims to improve the understanding of how hyperbole contributes to a deeper understanding of hyperbole in audio media.

In this study, the main attention is focused on the use of hyperbole as one of the characteristic linguistic features. The main data used comes from an album titled Nicole (2022), which is a pop-folk album launched in August 2022. The album is available subtitled from English to Indonesian on various websites, but this study specifically uses the subtitles available on Genius.com. Nicole's album consists of 12 songs, each around four to five minutes long.

The data collection method used in this study is the observation method. According to Mahsun (2017), the observation method is an approach applied in the data collection stage, where researchers observe and take notes. This study uses written data, specifically the lyrics and subtitles of twelve songs from Nicole's album (2022). This is followed by an additional technique, namely the note-taking technique, which involves writing down forms of written language that are considered relevant to the focus of the study. The researcher uses the note-taking technique to focus on lyrics that are rich in hyperbolic dialogue. This process involves the following steps:

1. Listen to the entire Nicole's album (2022) using the lyrics from the source language.
2. Listen to the 12 songs again to clearly understand the hyperbole in the source language and target language.
3. Hyperbole identification. The hyperboles found in the song lyrics were then identified and classified based on Claridge's (2011) theory, which categorizes hyperboles in seven types: single-word hyperboles, phrase hyperboles, clause hyperboles, numerical hyperboles, superlative hyperboles, comparative hyperboles, and repetition hyperboles. This classification aids in systematically analyzing the forms of hyperbole present in the source text.
4. Analysis of translation methods. Identifying and classifying the translation methods used to translate hyperbole into Indonesian is analyzed based on Newmark's theory (1988), which outlines eight translation methods: word-for-word, literal, faithful, semantic, adaptation, free, idiomatic, and

communicative. Each hyperbole and its translation are evaluated to determine which method was applied and how effective it was in preserving meaning and stylistic effect.

5. Compile a list of all the hyperbole expressions and translation methods identified in this album.

Data analysis is conducted using the Content Analysis Method. According to Hosti (cited in Sianipar et al., 2025), content analysis is a technique for concluding by objectively, systematically, and generally identifying various specific characteristics of a message. The data in this study consists of 12 songs from Nicole's album, which were analyzed to reveal the patterns of translation methods used to convey hyperbole. This method allows researchers to identify, categorize, and interpret the types of hyperbole and translation methods used, providing insight into how hyperbole and implicit meanings are transferred between languages. The data analysis steps were carried out according to the model described by Sitasari (2022):

1. Research questions related to types of hyperbole and translation methods.
2. Collecting data in the form of hyperbole lyrics in the English lyrics of Nicole's album (2022) and their Indonesian translation.
3. Identifying and classifying the types of hyperbole in the source language based on theory Claridge's (2011).
4. Identifying and classifying the translation methods for hyperbole used by translation based on Newmark's (1988) translation method theory.
5. Presenting the analysis result in a descriptive format.

After analyzing all the data, the findings are presented in a formal and descriptive format, supported by tables for clarity and conciseness. These tables summarize the identified hyperboles, classifications, and translation methods used. The structured presentation ensures that the findings are easy to understand and

effectively communicate the nuance of hyperbole translation in Nicole's album (2022).

In data collection, the researcher uses note-taking techniques to maintain data consistency and clarity. Additionally, the researcher utilizes AI tools to assist in the data validation process. However, the final selection and determination of data are conducted manually by the researcher while adhering to the theoretical framework.

1.6 Scope and Limitations

This study limits the analysis to the translation of hyperbole in the song lyrics of the album "Nicole" (2022) by NIKI. The hyperbole analysis uses theory Claridge's (2011), which identifies seven types of hyperbole, namely single-word, phrasal, clausal, numerical, superlative, comparison, and repetition. As for the translation method, this study refers to the eight methods proposed by Peter Newmark (1988), namely: (1) word-for-word translation, (2) literal translation, (3) faithful translation, (4) semantic translation, (5) adaptation, (6) free translation, (7) idiomatic translation, and (8) communicative translation. The research focuses on how these methods are applied in translating hyperbole from English to Indonesian in the context of song lyrics. This research only discusses explicit hyperbole found in the lyrics of Nicole's album, and it only uses one album as a data source, so the results cannot be generalized to other works, and it does not evaluate the overall quality of the translation, but only the translation methods and identification of hyperbole.

1.7 Status of the study

The research entitled "An Analysis of Hyperbolic Expression Found in Different Song Lyrics" was written by Fadhila Syafranita and Diana Chitra Hasan in 2023. This research uses a qualitative method and focuses on analyzing hyperbolic expressions found in song lyrics. The researcher analyzes the forms of hyperbole used in the lyrics and the meaning that can be taken from these expressions. The results show that there are 47 hyperbolic expressions found, consisting of 16 single-word hyperbole data, 11 phrase hyperboles, 5 clause

hyperboles, 14 numerical hyperboles, and 1 repetition. This research confirms that the use of hyperbole in song lyrics can enrich the meaning and emotions that the songwriter wants to convey. The difference between the research above and the research being conducted is the main topic, which is analyzing the translation method. As for the difference in the data used in song lyrics containing hyperbole from Nicole's album, the data source used is also through the Genius.com website. In addition, the researcher also uses theory Newmark's (1988) as a benchmark for research.

This research is entitled "An Analysis of Hyperbole in Drama 'Romeo and Juliet' By William Shakespeare, " written by Filomena Bian, I Gusti Agung Sri Rwa Jayantini, and I Wayan Sidha Karya in 2021. This research uses the theory of Knickerbocker & Reninger (1963) to analyze the total hyperbole and the theory of Leech (1981) to analyze the meaning of hyperbole. The focus of the analysis is on eight hyperbolical data points found in the play "Romeo and Juliet". The results show that of the eight hyperbole data, there is one data with conceptual meaning (12.5%), six data with connotative meaning (75%), and one data with affective meaning (12.5%). This finding confirms that connotative meaning is the most dominant in the use of hyperbole in the play. The difference between this research and the previous research is that this research discusses the translation method of hyperbole found in Niki's song in Nicole's album, which is taken from the genius.com website. In addition, this study uses a qualitative research method and utilizes Newmark (1988) and Claridge's (2011) theories.

The research entitled "Hyperbolic Expression In The Album Nicole By Niki," written by Cita Hikmah Yanti and Zulvanul Muslimin in 2024, used hyperbole theory Claridge's (2011) to analyze the song lyrics in the album "NICOLE" by NIKI. This research analyzes seven forms of hyperbole contained in the song lyrics, namely single-word hyperbole, phrasal hyperbole, clausal hyperbole, numerical hyperbole, superlative hyperbole, comparison hyperbole, and repetition. The results show that the use of hyperbolic expression in song lyrics gives a strong emotional impact and enriches the meaning of the song so that listeners can better understand and interpret hyperbole in the songs they enjoy. The difference between the above research and the research being written by the

researcher is the main topic. In addition to analyzing the types of hyperbole contained in the song in Nicole's album, this research also finds out the translation method used. Another difference is the data source used through the Genius.com website. In addition, the researcher also uses theory Newmark's (1988) as a research benchmark.

The title of this research is "The Analysis of Figurative Language in Nicole's Album by Niki," written by Angelica Septina Ambarita in 2023. This research uses the figurative language theory identified by Wibisono and Widodo (2019) to analyze the types of figurative language in the song lyrics in Nicole's album by Niki. This research analyzes five random songs from the album, namely "Backburner," "Anaheim," "Oceans & Engines," "On the Drive Home," and "Take a Chance with Me." The results show that there are six types of figurative language found, with hyperbole and irony as the most dominant types. This study aims to improve listeners' understanding of the meaning of song lyrics containing figurative language.

An analysis of metaphore in Niki's song lyrics from "Nicole" album: This research analyzes metaphor in song lyrics from Nicole album by Niki. This research aims to find out the kinds and forms of metaphor in Song lyrics from Nicole's album. Metaphor is the object of this research. Song's lyrics in Nicole's album (2022) by Niki is the subject of this research. The result of this research shows that 48 song lyrics from 5 songs in Nicole's album are classified into metaphors using Johnson and Lakoff's theory. The result of this research indicates that there are 48 utterances of metaphor. The researcher classified 18 lyrics is into structural metaphor, 5 lyrics into orientational metaphor, and 25 into ontological metaphor. The researcher concludes that ontological metaphor is the dominant metaphor used in song lyrics from Nicole's album by Niki. (Fitriani, Atika Ayu, 2024). The difference between this research and the previous research is to find the hyperbole translation method found in the song lyrics in Nicole's album, taken from the Genius.com website. By using theory Claridge's (2011) to determine the type of hyperbole, and using theory Newmark's (1988) to determine what type of translation method used in the song in the album. Although this album has been

used for research several times, the difference between this study and the above studies is that this study focuses on analyzing hyperbole expressions and translation methods used in Niki's songs in the album "Nicole". This study uses the theory of Peter Newmark (1988). In addition, the source is taken from the Genius.com website.

1.8 Organization of the study

1. Chapter I: Introduction. This chapter introduces the research topic of hyperbole translation methods in the album "Nicole" (2022) by NIKI. It explains the background of the study, the statements of the problem, the purpose of the study, the significance of the study, the methodology of the study, the scope and limitations, and the status of the study.
2. Chapter II: Review of Related Literature. This chapter presents a review of relevant literature focusing on Claridge's (2011) theory of hyperbole and Newmark's (1988) translation strategies. It provides an explanation of hyperbole categories and their characteristics to support the analysis. Additionally, previous research related to the translation of hyperboles in music lyrics is discussed to provide context and foundation for this study.
3. Chapter III: Findings and Discussion. This chapter presents the findings of the analysis of hyperboles identified in the album "Nicole". Each type of hyperbole is classified based on theory Claridge's (2011), while the translation methods are analyzed using Newmark's (1988) approach.
4. Chapter IV: Conclusion and Suggestions. This chapter contains the conclusions drawn from the study and suggestions for future research based on the finding.