

CHAPTER I

INTRODUCTION

1.1 Background of the Study

Sarcasm is a figure of speech frequently used in everyday communication to convey implied meanings. People often employ sarcasm to express criticism, mockery, humor, or disappointment indirectly. Sarcasm is a form of communication in which speakers convey messages that contradict their actual intentions (Nutrian et al., 2025). It is generally characterized by mockery, irony, and a discrepancy between literal and intended meanings (Cahyo et al., 2020). These characteristics indicate that sarcasm involves not only linguistic expressions but also context, emotions, and communicative intentions. Consequently, sarcasm has become an important subject in linguistic studies because it highlights the relationship between what is explicitly stated and what is actually intended in communication. Since the interpretation of sarcasm depends heavily on context and communicative intention, translating sarcastic expressions into another language can be particularly challenging.

In the era of globalization, translation plays a vital role in enabling people from different linguistic and cultural backgrounds to access information and communicate effectively. Translation is the process of transferring meaning from the source language to the target language while preserving the intended message. Translation therefore requires not only linguistic competence but also an understanding of culture, context, and communicative intent (Latifah et al., 2022). This process becomes more challenging when translators encounter implicit expressions such as sarcasm. Sarcastic expressions often contain irony, criticism, and hidden meanings that depend heavily on context, pragmatic intent, and cultural understanding. As a result, a literal translation can alter the intended message or diminish its communicative impact. These challenges demonstrate the importance of selecting appropriate approaches when translating sarcastic expressions.

Translation techniques play a crucial role in maintaining the equivalence of meaning between the source language (SL) and the target language (TL). According to Molina & Albir (2002), translation techniques help translators convey messages from the source language to the target language without losing the intended meaning. Through these techniques, translators can adapt linguistic forms to fit the context of the target language. When translating sarcastic expressions, translators must preserve not only the literal meaning but also the irony, criticism, and emotional impact implied in the original text. Different translation techniques may produce different interpretations and communicative effects in the target language. For this reason, the selection of translation techniques becomes particularly important when dealing with complex expressions such as sarcasm.

Translating sarcastic expressions involves more than transferring words from one language to another. Because sarcasm often contains implied meanings, irony, criticism, and emotional expressions, translators need to understand the communicative function of an expression before deciding how it should be translated. The interpretation of sarcasm is closely related to context, speaker intention, and cultural background. As a result, different types of sarcastic expressions may require different translation approaches and strategies. Identifying the type of sarcasm, therefore becomes an important step before examining the translation techniques used to translate sarcastic expressions. This consideration provides the basis for applying sarcasm classification theories in the present study.

According to Camp (2011), sarcasm can be classified into four categories: propositional sarcasm, lexical sarcasm, like-prefixed sarcasm, and illocutionary sarcasm. This classification provides a useful framework for identifying and analyzing various forms of sarcastic expressions. Such a framework is highly relevant to song lyrics, which often contain irony, satire, and figurative meanings. Song lyrics frequently convey criticism and satire through connotative language rather than direct expression (Kusumaningsih et al., 2024). Because the meaning of song lyrics is often conveyed indirectly, understanding the characteristics of sarcasm is important before examining how sarcastic expressions are interpreted.

Therefore, Camp's classification provides an appropriate framework for identifying sarcastic expressions found in song lyrics.

Song lyrics are a form of literary expression that frequently employ figurative language to convey emotions, experiences, personal perspectives, and social criticism. In addition to serving as entertainment, song lyrics function as a medium through which songwriters communicate emotions, reflections, and implicit messages. Because of these characteristics, song lyrics provide rich material for linguistic and translation studies. Song lyrics often contain figurative and connotative meanings that require contextual and cultural understanding to be interpreted accurately. The interpretation of these meanings may influence how messages are translated into another language. Therefore, song lyrics constitute an important object of study in investigating the translation of figurative expressions, including sarcasm.

Popular songs, particularly pop songs, have become one of the most influential forms of contemporary musical expression and communication. Pop music is characterized by its accessible language, memorable melodies, emotional appeal, relatable themes, and its ability to represent experiences that are closely related to everyday life. According to Zorkeply & Mahamad (2022), pop music functions as an important communicative medium that enables listeners to express emotions, relate personal experiences, and communicate their thoughts and feelings through meaningful lyrics. Pop songs commonly explore themes such as love, relationships, personal identity, emotional conflict, and social experiences. These themes are often conveyed through expressive and figurative language to strengthen emotional expression and audience engagement. As a result, songwriters frequently employ figurative language, including irony, metaphor, hyperbole, and sarcasm, to communicate implicit meanings. These characteristics make pop songs valuable subjects for linguistic and translation studies because they combine artistic expression, emotional communication, and cultural representation.

As one of the contemporary pop artists, Sabrina Carpenter demonstrates many of these characteristics through her distinctive songwriting style. Her songs frequently portray romantic relationships, emotional experiences, and personal

reflections through indirect and figurative expressions. These characteristics are prominently reflected in her album *Man's Best Friend*, which explores themes of heartbreak, disappointment, emotional conflict, and criticism of unhealthy relationship dynamics. The album employs irony and sarcastic expressions to communicate emotional experiences and social commentary in a creative and engaging manner. Such linguistic features provide rich material for examining how implicit meanings are constructed and interpreted in song lyrics. Therefore, *Man's Best Friend* represents an appropriate and relevant source for investigating the translation of sarcastic expressions in contemporary pop music.

Sabrina Carpenter's album *Man's Best Friend* was selected as the subject of this study because its lyrics demonstrate a prominent use of irony and sarcasm. According to Green (2025), in a review published by Pitchfork, the album presents an expressive, intelligent, and ironic pop style. The album portrays various emotional experiences and relationship issues that are relevant to contemporary society, including heartbreak, disappointment, emotional conflict, and criticism of unhealthy romantic relationships. These themes reflect experiences that many listeners can relate to in modern life. In addition, the album provides an opportunity to examine how sarcastic expressions are used to represent emotional experiences and criticism from a female perspective. These characteristics make *Man's Best Friend* a valuable and relevant source for investigating the translation of sarcastic expressions in song lyrics.

Previous studies on sarcasm in song lyrics have predominantly focused on works performed by male artists, such as Eminem, Snoop Dogg, and Kendrick Lamar, whose songs frequently employ sarcasm, criticism, and explicit expressions. In contrast, studies examining sarcastic expressions in songs performed by female artists remain relatively limited. This situation creates an opportunity to explore how sarcasm is expressed from a female perspective. Through Sabrina Carpenter's album, this study examines how emotional experiences, disappointment, and criticism in romantic relationships are conveyed through sarcastic language. This perspective provides a different understanding of how sarcasm functions in contemporary song lyrics and reflects experiences that are closely related to modern

social realities. At the same time, the variety of sarcastic expressions found in the album provides valuable material for translation analysis.

A preliminary analysis of the twelve songs included in the album revealed that only nine songs contained sarcastic expressions that fulfilled the characteristics of sarcasm proposed by Camp (2011). These sarcastic expressions were used to express criticism, frustration, and emotional responses. These expressions are communicated not only through direct mockery but also through irony, implied criticism, emotional contradiction, and satirical commentary. The diversity of sarcastic expressions found in the album provides valuable material for investigating how sarcasm is translated from the source language to the target language. Previous research on the translation of sarcasm has largely focused on audiovisual media, such as films and television series (Nutrian et al., 2025). However, studies investigating sarcasm translation in song lyrics remain relatively limited. According to Kusumaningsih et al. (2024), connotative language plays an important role in conveying criticism and satire in song lyrics. Nevertheless, their study did not specifically examine the translation techniques used to translate sarcastic expressions. This research gap indicates the need for further investigation into how sarcastic expressions in song lyrics are translated and how translation techniques are applied to preserve their intended meanings.

Based on the discussion, this study aims to analyze the translation techniques used in translating sarcastic expressions found in the lyrics of Sabrina Carpenter's *Man's Best Friend* album based on Molina and Albir's (2002) theory. To support this analysis, Camp's (2011) theory is used to identify and classify sarcastic expressions before examining how these expressions are translated into the target language. This study is also expected to contribute to the understanding of sarcasm translation in song lyrics, particularly from a female perspective. Ultimately, this study seeks to broaden the discussion of sarcasm translation in literary and musical texts.

1.2 Statement of the Problem

1. What types of sarcasm are identified in the song lyrics of Sabrina Carpenter's Man's Best Friend album based on Camp's (2011) theory?
2. What techniques are used to translate the sarcastic expressions found in Sabrina Carpenter's Man's Best Friend album based on Molina and Albir's (2002) theory?

1.3 Purpose of the Study

This study aims to identify and classify the types of sarcastic expressions found in the song lyrics of Sabrina Carpenter's Man's Best Friend album based on Camp's (2011) theory of sarcasm and to analyze the translation techniques used in translating those sarcastic expressions based on Molina and Albir's (2002) theory of translation techniques. Through this analysis, the study seeks to provide a better understanding of how sarcastic expressions are identified and translated in the context of song lyrics.

1.4 Significance of the Study

1. Theoretical Significance:

This study contributes to translation studies by analyzing the types of sarcasm and the translation techniques used in translating sarcastic expressions in song lyrics. By applying Camp's (2011) theory and Molina and Albir's (2002) theory, this study is expected to provide a better understanding of how sarcastic expressions are identified and translated. In addition, this study may contribute to the development of research on sarcasm translation, particularly in non-audiovisual texts such as song lyrics.

2. Practical Significance:

This study provides practical insights for translators in identifying and translating sarcastic expressions in song lyrics. The findings of this study are expected to help translators understand how different translation techniques can affect meaning and implied messages in the target language.

Furthermore, this study may serve as a reference for students and future researchers who are interested in the study of sarcasm and translation.

1.5 Methodology of the Study

a. Research Design

This study employs a qualitative method to identify the types of sarcasm and analyze the translation techniques used in translating sarcastic expressions in the song lyrics of Sabrina Carpenter's album *Man's Best Friend*. This method was chosen because the study focuses on describing and interpreting data in the form of words, phrases, and sentences rather than numerical data. Qualitative research is a method used to understand and explain a phenomenon based on data in the form of words, phrases, or texts (Muhajirin et al., 2024). Therefore, the qualitative method is considered appropriate because it enables the researcher to identify and classify the types of sarcasm based on Camp's (2011) theory and to analyze the translation techniques used to translate those expressions into Indonesian based on Molina and Albir's (2002) theory.

b. Data Source

The primary data of this study were taken from the English song lyrics of Sabrina Carpenter's *Man's Best Friend* album and their Indonesian translations. The English lyrics function as the source language (SL), while the Indonesian translations function as the target language (TL). Although the album consists of twelve songs, only nine songs were selected for analysis because they contain sarcastic expressions that fulfill the characteristics of sarcasm proposed by Camp (2011) and are relevant to the objectives of this study. The songs included in this research are *Manchild*, *Sugar Talking*, *Never Getting Laid*, *Tears*, *We Almost Broke Up Again Last Night*, *My Man on His Willpower*, *Nobody's Son*, *Goodbye*, and *Don't Worry I'll Make You Worry*. Meanwhile, *House Tour*, *When Did You Get Hot?*, and *Go Go Juice* were excluded because they predominantly contain humor, metaphorical expressions, emotional exaggeration, and sexual innuendo rather than sarcasm.

These songs portray various personal experiences, interpersonal conflicts, and social criticism through the use of sarcastic language. Several songs express criticism of emotional immaturity, unhealthy relationship patterns, disappointment, and frustration, while others convey irony and emotional contradiction in romantic relationships. For example, *Manchild* and *Sugar Talking* contain sarcastic criticism of irresponsible and insincere behavior, whereas *Never Getting Laid* and *Tears* express frustration through ironic statements. Similarly, *We Almost Broke Up Again Last Night*, *My Man on His Willpower*, and *Nobody's Son* depict conflict and criticism within romantic relationships. In addition, *Goodbye* and *Don't Worry I'll Make You Worry* demonstrate different forms of sarcasm used to convey disappointment, irony, and personal reactions. These characteristics make the selected songs appropriate sources for investigating the translation of sarcasm in song lyrics.

The song lyrics and their Indonesian translations were accessed through the Musixmatch platform, an official licensed lyrics platform and one of the world's largest online lyrics databases that provides synchronized song lyrics and multilingual translations. Musixmatch collaborates with music streaming services, verified artists, publishers, and trained contributors whose submissions are reviewed through the platform's editorial and quality-control system. In this study, Musixmatch served as a supporting source for obtaining both the original English lyrics and their Indonesian translations. The data analyzed in this study consist of words, phrases, and sentences containing sarcastic expressions extracted from the selected song lyrics. These linguistic units were identified and classified based on Camp's (2011) theory of sarcasm and subsequently analyzed using Molina and Albir's (2002) theory of translation techniques. This analytical process was conducted to examine the types of sarcasm found in the source text and the translation techniques used to convey sarcastic meanings from the source language into the target language.

c. Data Collection

The data in this study were collected using the observation method because the data consist of written texts in the form of English song lyrics from Sabrina

Carpenter's *Man's Best Friend* album and their Indonesian translations available on the official Musixmatch platform. According to Hasanah (2016), observation is an empirical scientific activity based on facts obtained through the use of the senses without manipulation. Since this study analyzes textual data, observation was considered an appropriate method to identify and interpret sarcastic expressions in the selected song lyrics. In addition, this study employed the note-taking technique to record and document the identified sarcastic expressions and their Indonesian translations. This technique facilitated the classification, organization, and analysis of the data according to the research objectives.

Through the observation and note-taking techniques, the researcher carefully examined the source language (SL) lyrics and their Indonesian translations in the target language (TL) to identify sarcastic expressions and analyze how they were translated. The observation focused on the linguistic features, contextual meanings, communicative intentions, and implied sarcastic meanings conveyed in the lyrics. Subsequently, all identified data were systematically recorded in a data sheet to facilitate further analysis. The data collection procedures were conducted through the following steps:

1. **Accessing the Song Lyrics**

The researcher accessed the English song lyrics from Sabrina Carpenter's *Man's Best Friend* album and their Indonesian translations through the official Musixmatch platform. These lyrics served as the primary data of this study.

2. **Reading and Understanding the Lyrics**

The researcher carefully read both the English and Indonesian versions of the song lyrics several times to obtain a comprehensive understanding of their context, meanings, and implied messages.

3. **Identifying Sarcastic Expressions**

The researcher identified words, phrases, and sentences containing sarcastic expressions based on Camp's (2011) theory of sarcasm. Each identified sarcastic expression was then matched with its Indonesian translation and recorded in the data sheet.

4. Comparing the Source Language and Target Language

The identified sarcastic expressions in the source language (SL) were compared with their corresponding translations in the target language (TL) to examine how the sarcastic meanings were conveyed in Indonesian.

5. Identifying Translation Techniques

The identified data were analyzed using Molina and Albir's (2002) theory to determine the translation techniques applied in translating the sarcastic expressions from English into Indonesian.

6. Organizing the Data

All identified data were systematically organized into a data sheet consisting of the source language (SL), target language (TL), types of sarcasm, and translation techniques. This organization facilitated the data analysis and interpretation in the subsequent stage of the research.

d. Data Analysis

The data in this study were analyzed using Qualitative Content Analysis (QCA). According to Holsti, as cited in Sianipar et al. (2025), content analysis is a technique used to conclude by identifying specific characteristics of a message in an objective, systematic, and general manner. Systematic means that the coding procedures and categories are applied consistently throughout the research process, while general means that the findings are supported by a clear theoretical foundation.

According to Hsieh and Shannon, as cited in Safitri et al. (2022), Qualitative Content Analysis is a research method used to systematically interpret textual data through coding, classification, and the identification of themes or patterns. This method is considered appropriate for the present study because it enables the identification of sarcasm types and the analysis of translation techniques used in translating sarcastic expressions found in song lyrics. Hsieh and Shannon, as cited in Safitri et al. (2022), Qualitative Content Analysis consists of three main stages: open coding, recontextualization, and categorization and compilation.

1. Open Coding

The first step of the analysis involved examining the English song lyrics and their Indonesian translations. The data were divided into smaller units of meaning to facilitate the analysis. Since this study employed a descriptive qualitative approach, no formal coding procedures were applied. The identified sarcastic expressions were classified based on Camp's (2011) theory and analyzed using Molina and Albir's (2002) theory. This stage served as the basis for the subsequent analysis.

2. Recontextualization

After the meaning units and codes had been identified, all of the data were re-examined to ensure that every relevant sarcastic expression had been included. At this stage, the song lyrics and their translations were reviewed again to determine whether any unmarked data remained relevant to the objectives of the study. The selected data were then reconsidered within their broader lyrical context to maintain contextual consistency and analytical accuracy.

3. Categorization and Compilation

In the final stage, the coded data were categorized according to the types of sarcasm proposed by Camp (2011) and the translation techniques proposed by Molina and Albir (2002). The categorized data were subsequently compiled into analytical tables to facilitate the identification of patterns and the interpretation of the findings. Through this process, the dominant types of sarcasm and translation techniques were identified, allowing conclusions to be drawn regarding the translation of sarcastic expressions in the lyrics of Sabrina Carpenter's album *Man's Best Friend*.

1.6 Scope and Limitations of the Study

This study focuses on identifying the types of sarcasm and analyzing the translation techniques used in translating sarcastic expressions found in Sabrina Carpenter's *Man's Best Friend* album. Although the album consists of twelve songs, this study only analyzes nine selected songs that contain sarcastic expressions based on the characteristics of sarcasm proposed by Camp (2011). The analysis employs

Camp's (2011) theory to identify and classify the types of sarcasm and Molina and Albir's (2002) theory to analyze the translation techniques used in translating those expressions. The data analyzed in this study consist of words, phrases, and sentences containing sarcastic expressions found in the selected song lyrics and their Indonesian translations. In addition, the study examines the translation of sarcastic expressions from English as the source language (SL) into Indonesian as the target language (TL).

This study is limited to the textual analysis of sarcastic expressions found in the selected songs and does not include musical elements such as melody, rhythm, intonation, or vocal delivery. The song lyrics and their Indonesian translations were accessed through the Musixmatch platform, which served as a supporting source for obtaining the data. Furthermore, the findings of this study are limited to the types of sarcasm and translation techniques identified in the selected songs from Sabrina Carpenter's *Man's Best Friend* album and are not intended to be generalized to other songs, artists, music genres, or translation contexts.

1.7 Status of the Study

Previous research has examined sarcasm in various contexts and forms of media. Putri et al. (2023), in *Analisis Gaya Bahasa Sarkasme pada Lirik Lagu Iwan Fals Berjudul "Bongkar"*, Raesmawati et al. (2026), in *Sarkasme dalam Lirik Lagu Album Membangun dan Menghancurkan Karya Band .Feast*, and Kusumaningsih et al. (2024), in *Strengthening the Concept of Satirical Language through Analyzing the Connotations in the Lyrics of the Song "Cincin" by Hindia*, investigated the use of sarcasm and satirical language in song lyrics. Their findings demonstrate that sarcasm in song lyrics is frequently used to express criticism, emotional experiences, and social evaluation through indirect and figurative expressions. These studies also emphasize the importance of context and interpretation in understanding the intended meaning of sarcastic and satirical language.

Research on sarcasm has also been conducted in other forms of communication. Fauziyah et al. (2023), in *Bahasa Sarkasme Warganet dalam Kolom Komentar pada Akun Instagram @tasyafarasya: Kajian Pragmatik*, and

Sayyidah et al. (2024), in *Bentuk Sarkasme pada Caption Instagram Tere Liye: Tinjauan Pragmatik*, examined the use of sarcasm in social media discourse. Their findings indicate that sarcasm is commonly employed to express criticism, opinions, evaluations, and emotional responses indirectly. These studies further demonstrate that contextual and pragmatic factors play an important role in interpreting sarcastic expressions.

In addition to studies focusing on sarcasm itself, several researchers have investigated sarcasm from a translation perspective. Septyanasari and Hartati (2024), in *The Analysis of Sarcasm Utterances Found in Barbie (2023) Movie*, Simarmata and Kusumoriny (2024), in *Translation of Sarcasm Found in Tilik Short Movie*, Mamdouh and Hamood (2021), in *Translating Sarcasm as Killing the Prophets and Making Fun of Them in Some Quranic Verses into English*, Abidin et al. (2025), in *An Analysis of Dark Humor and Sarcasm Translation in the Indonesian Subtitle of Venom: Let There Be Carnage (2021)*, and Nutrian et al. (2025), in *An Analysis of Translation Techniques in Translating Sarcasm in Deadpool and Wolverine Movie*, analyzed the translation of sarcastic expressions in various types of texts. Their findings reveal that translating sarcasm presents considerable challenges because sarcastic meanings are closely related to context, communicative intention, and cultural understanding. To overcome these challenges, translators apply various translation techniques to preserve the intended meaning and communicative effect in the target language.

Based on the previous studies, it can be seen that research on sarcasm has been widely conducted in song lyrics, social media, films, short movies, and religious texts. However, most previous studies have focused on identifying sarcasm, analyzing its functions, or examining sarcasm translation in audiovisual media. Research specifically investigating the translation of sarcastic expressions in song lyrics remains relatively limited, particularly in songs performed by female artists. Therefore, the present study focuses on sarcastic expressions found in the lyrics of Sabrina Carpenter's *Man's Best Friend* album. This study applies Camp's (2011) theory to identify and classify the types of sarcasm and employs Molina and Albir's (2002) theory to analyze the translation techniques used in translating those

expressions. By addressing this gap, the present study is expected to contribute to the development of translation studies, particularly in the field of sarcasm translation in song lyrics from a contemporary female perspective.

1.8 Organization of the Study

- **Chapter I – Introduction**

This chapter includes the background of the study, statement of the problems, objectives of the study, significance of the study, research methodology, scope and limitation, and status of the study.

- **Chapter II – Review of Related Literature**

This chapter explains the theories used in this study, including translation, sarcasm, and translation techniques, and discusses their application in previous research.

- **Chapter III – Findings and Discussion**

This chapter presents the results of the analysis conducted by the researcher and discusses the findings in relation to the research questions.

- **Chapter IV – Conclusion**

This chapter provides the conclusions drawn from the research and offers suggestions for future studies related to sarcasm translation.