



An Analysis of Translation Ideologies on Andmesh Indonesian Song “Hanya Rindu” into English “Just Missing You” Emma Heesters

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Abstract

This study analyzes the translation ideology behind the English rendition of the Indonesian song "Hanya Rindu" by Andmesh Kamaleng, performed by Emma Heesters as "Just Missing You". Using Lawrence Venuti's framework of domestication and foreignization, the research investigates how ideological choices influence the emotional and cultural conveyance of song lyrics across languages. Employing a qualitative descriptive method, twelve lyrical segments were examined to identify translation strategies and ideological tendencies. The results show a dominant use of domestication (58.3%), where the lyrics are adapted for emotional relatability and fluency in English, using strategies like modulation and adaptation. Foreignization (41.7%) appears in instances preserving cultural elements, such as religious references and familial terms. The translator's use of five main strategies—literal translation, modulation, adaptation, transposition, and reduction—demonstrates a flexible, nuanced approach to lyric translation. This study concludes that the English version reflects a balance between cultural fidelity and accessibility, contributing to a deeper understanding of translation ideologies in the context of music and cultural globalization

Keywords: domestication, foreignization, song translation

INTRODUCTION

Translation is not just a process of translation, but also reflects ideological choices that affect the final outcome of the translation. Base on (Puławski, 2023) Lawrence Venuti in his work *The Translator's Invisibility* (1995) introduces the concepts of domestication and foreignization as the two main strategies in translation. Domestication adapts the source text to fit the target cultural norms, often making the translator "invisible", while foreignization retains elements of the source culture, highlighting cultural differences, and making the translator more "visible". In the context of song lyric translation, this strategy becomes very relevant because the lyrics convey not only linguistic meaning but also emotions and musical aesthetics. Venuti emphasizes that every translation decision reflects a specific ideology, which in the case of songs can affect how emotions and cultural messages are conveyed to new audiences.

One interesting example is the English version of the song "Hanya Rindu" by Andmesh Kamaleng performed by Emma Heesters. The original song, which is full of emotions and nuances of Indonesian culture, was translated and sung for an English-speaking audience, raising questions about the translation strategy used—whether it is more inclined towards domestication or foreignization.

Several previous studies have discussed the translation of song lyrics by Emma Heesters. For example (Saragih et al., 2022) analyzed the translation methods in the album of Emma Heesters' songs and found that the methods of adaptation and free translation were more dominant, showing a tendency of domestication to adapt to the target audience. Similarly (Hat, 2024) note that adjustments are made to match the intonation and pitch of the song, as well as take into account the gender of the singer.

However, there is a gap in the literature related to the direct application of Venuti's theory in the analysis of the translation of popular song lyrics, especially from Indonesian to English. Most previous studies have focused more on linguistic aspects or translation methods without exploring the ideological dimension in depth. (BAIHAQI, 2019) highlighting the importance of understanding the ideology of translation in the context of domestication and foreignization, but its application in song lyrics is still limited.

This study aims to fill this gap by applying the Venuti framework in analyzing the ideology of the translation of the lyrics of Emma Heesters' version of the song "Hanya Rindu". By examining word choices, metaphors, cultural references, and emotional tones, this study will identify whether the translation is more skewed towards domestication or foreignization, as well as its implications for the delivery of indigenous cultural messages to global audiences.

Thus, this study not only provides insight into the translation strategies of popular song lyrics but also enriches discussions about translation ideology in the context of cultural globalization. Through this analysis, it is hoped that it can contribute to the study of translation and the understanding of how local culture can be preserved or adapted in the translation process for international audiences.

METHOD

This study analyzes the translation of the song "Hanya Rindu" by Andmesh Kamaleng, which has been translated into English by Emma Heesters into English. The approach used is descriptive qualitative, which aims to explore the ideology applied in the translation of song lyrics from Indonesian to English. The data used in this study consists of the original Indonesian lyrics of the song "Hanya Rindu" and the translation into English done by Emma Heesters. Data collection was done through recording, note-taking, and transcription. Data analysis followed the interactive model by Miles and Huberman (1994), which involved the stages of data reduction, data presentation, and conclusion drawing (Dan & Multikultural, 2017). The theoretical framework includes Venuti's (1995) ideology of translation. The results of this study will provide a detailed explanation of the ideologies used in the translation of the lyrics, as well as how these choices affect the meaning of the lyrics. and how these choices affect the meaning of the translation.

RESULTS AND DISCUSSION

Twelve data samples from the Indonesian song Hanya Rindu and its English translation, Just Missing You, were gathered for this study. A line or section of the lyrics that has been translated from the Indonesian source language into the English target language is represented by each data sample. Following a thorough examination of all the data, it was discovered that every translation exhibits a distinct style, indicating various methods used by the translator.

The original idioms, sentence patterns, and cultural background of the source language are strongly adhered to in some of the translated songs. Since they seek to maintain as much of the original Indonesian text's meaning and style as possible, these translations are regarded as source-oriented. Even though the outcome can sound less natural in English, this strategy illustrates the

application of foreignization ideology, which places a higher priority on the authenticity of the source language and transmits its cultural components to the target audience.

However, a number of lines were translated with a focus on the target language's naturalness, fluency, and cultural familiarity. In order to make the original terms sound more colloquial and accessible to audiences that speak English, these translations frequently alter them. This method exemplifies the philosophy of domestication, in which the translator modifies the message to conform to the expectations, culture, and conventions of the target language audience.

In terms of translation strategies, numerous procedures were found, including literal translation, modulation, adaptation, transposition, and reduction. Depending on the linguistic, cultural, and emotional content of each lyric line, these tactics were used judiciously. The preferred translation ideology either foreignization or domestication was frequently reflected in the strategy selection.

The researcher has arranged the results into a thorough table to clearly display the translation styles and philosophies found. Each data sample is categorized in this table according to the original lyrics, the English translation, the particular translation technique used, and the prevailing translation philosophy represented in that line.

Table 1. Analysis of Translation Ideologies

No	Teks Sumber (TSu) Lirik lagu 'Hanya Rindu'	Teks Sasaran (TSa) dalam Bahasa Inggris	Strategi Penerjemahan	Foreignization / Domestication	Alasan
1	Saat ku sendiri, ku lihat foto dan video bersamamu yang tlah lama ku simpan	When I am by myself looking at photos and videos that we took. I've been keeping them for so long.	Transposition + Adaptation	Domestication	Struktur diubah dan dibuat idiomatis agar terdengar alami dalam bahasa Inggris.
2	Hancur hati ini melihat semua gambar diri yang tak bisa ku ulang kembali	And with my broken heart, I see all the pictures of myself living life without you just feels so wrong	Literal Translation + Modulation	Foreignization	Menjaga emosi dan susunan kalimat dari bahasa sumber meskipun terasa tidak idiomatis.
3	Ku ingin saat ini, engkau ada di sini	I want you to be here with me I know it sounds crazy	Adaptation	Domestication	Tambahan "I know it sounds crazy" membuatnya ekspresif khas budaya target.
4	Tertawa bersamaku seperti dulu lagi	I miss your laugh and I miss everything we used to be	Modulation + Adaptation	Domestication	Ada perluasan makna yang membuatnya lebih menyentuh dan lazim dalam konteks Inggris.
5	Walau hanya sebentar, Tuhan tolong kabulkanlah	And even if it is just for a while then God please give us the time	Literal Translation	Foreignization	Struktur dan ekspresi doa tetap dipertahankan seperti aslinya.
6	Bukannya diri ini tak terima kenyataan	I can't deal with the reality.	Modulation	Domestication	Perubahan ekspresi agar lebih sesuai

		There's nothing left that I can do			dengan cara penyampaian emosi dalam bahasa Inggris.
7	Hati ini hanya rindu	Cause my heart is just missing you	Literal Translation	Foreignization	Menjaga struktur dan metafora asli dari bahasa Indonesia.
8	Segala cara telah kucoba	I tried everything	Reduction	Domestication	Disingkat dan disederhanakan agar terdengar alami.
9	Agar aku bisa tanpa dirimu	Every way I could forget you just so I can live my life without you	Modulation	Domestication	Mengubah tujuan menjadi proses dan hasil dalam struktur target language.
10	Namun semua, berbeda	Nothing is the same	Modulation	Domestication	Ubah bentuk umum ke idiom khas bahasa Inggris.
11	Sulit ku menghapus kenangan bersamamu	It's hard for me to erase all of the memories I have with you	Literal Translation	Foreignization	Menjaga struktur dan urutan ide dari bahasa sumber.
12	Ku rindu senyummu ibu	It's your smile that I miss from you	Literal Translation	Foreignization	Terjemahan literal mempertahankan penyebutan 'ibu' dan ekspresi asli.

From the analyzed data, various translation strategies were applied to translate Indonesian song lyrics into English. The strategies include :

- **Literal Translation** (4 instances): Data 2, 5, 7, 11, and 12
- **Modulation** (5 instances): Data 2, 4, 6, 9, 10
- **Adaptation** (3 instances): Data 1, 3, 4
- **Transposition** (1 instance): Data 1
- **Reduction** (1 instance): Data 8

Most translations use a combination of strategies, showing a flexible and creative approach by the translator in adapting the content for the target language while maintaining the core emotional message of the source lyrics.

Table 2. Analysis of Translation Strategy

Translation Strategy	Frequency	Percentage
Literal Translation	5	41,7%
Modulation	5	41,7%
Adaptation	3	25,0%
Transposition	1	8,3%
Reduction	1	8,3%

The most frequently used strategies are Literal Translation and Modulation (both at 41.7%), indicating a balance between preserving source meaning and adjusting structure or viewpoint for the target language. Adaptation (25%) is used to align expressions with cultural and stylistic norms in English. Transposition and Reduction are less common (each 8.3%), showing minimal grammatical restructuring or simplification.

Foreignization vs. Domestication :

1. Domestication is the more dominant approach (7 out of 12), found in data: 1, 3, 4, 6, 8, 9, and 10.
2. Foreignization is used in 5 cases: data 2, 5, 7, 11, and 12.

Domestication tends to be preferred when the translator aims to make the lyrics more emotionally relatable and culturally accessible to English-speaking audiences. It often involves modifying expressions, structure, and tone to align with the target culture's idiomatic and expressive norms.

Conversely, foreignization appears in segments where the translator retains the original structure, emotional tone, and cultural references—such as religious expressions (data 5), familial terms (data 12), or original metaphors (data 7). This approach preserves the cultural and poetic essence of the source language, even at the expense of idiomatic fluency.

Table 3. Results of Domestication and Foreignization

Approach	Frequency	Percentage
Domestication	7	58,3%
Foreignization	5	41,7%

Domestication is the dominant approach (58.3%), used to make the translation sound more natural and relatable for English-speaking audiences. Foreignization (41.7%) reflects efforts to retain cultural authenticity, original metaphors, and religious or familial expressions from the source text.

CONCLUSION

This study analyzed the translation of the Indonesian song "Hanya Rindu" by Andmesh Kamaleng into English by Emma Heesters using Lawrence Venuti's translation ideology framework—specifically the concepts of *domestication* and *foreignization*. Through a qualitative descriptive approach and a detailed comparative analysis of 12 selected lines from the original and translated lyrics, the study revealed that the translator employs a combination of strategies, with a notable preference for domestication.

The findings show that domestication, accounting for 58.3% of the data, is the dominant approach. This strategy is often chosen to adapt emotional tone, idiomatic expressions, and lyrical fluency for English-speaking audiences, thereby ensuring relatability and naturalness in the target culture. Examples include the use of colloquial expressions and emotional expansions that align more closely with Western stylistic norms.

Meanwhile, foreignization, used in 41.7% of the data, reflects an effort to preserve the cultural integrity and emotional depth of the original lyrics. This is evident in the retention of religious expressions, familial references, and original metaphors that may be unfamiliar to target audiences but remain faithful to the source culture.

The translation strategies identified—literal translation, modulation, adaptation, transposition, and reduction—demonstrate a flexible and nuanced approach to lyric translation. The predominance of literal translation and modulation (each at 41.7%) further illustrates the translator's balancing act between fidelity to the original text and accessibility for the target audience.

In conclusion, the English version of "Hanya Rindu" by Emma Heesters reflects a thoughtful interplay between domestication and foreignization, shaped by the need to preserve the song's emotional core while making it culturally and linguistically resonant for a global audience. This study contributes to the broader discourse on translation ideology by illustrating how ideological

choices in lyric translation influence not only linguistic expression but also the transmission of cultural and emotional meaning across languages.

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