

Translation Strategy For Song Lyrics of “Tokyo” By RM of BTS

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Received on July 15th, Revised on Sept 7th, Published on Dec, 30th 2023

ABSTRACT

The objective of this study is to find out the ideology frequently applied in translating cultural terms of the novel *Laut Bercerita* and *The Sea Speaks His Name*. This study used qualitative research. The data source of this study was the Indonesian novel *Laut Bercerita* by Leila S. Chudori and the English translation entitled *The Sea Speaks His Name* by John H. McGlynn. To collect the data, the researcher identified the words or phrases in the novel *Laut Bercerita* and *The Sea Speaks His Name*. The results of this study showed that domestication, which had 167 data (74.2%), was more dominant than foreignization, with 58 data (25.8%) in the category of ideology in translating cultural terms. Domestication covered five categories of cultural terms, such as ecology, material culture, social culture, organization, customs, activities, procedures, concepts, gestures and habits, while foreignization covered four categories of cultural terms, such as ecology, material culture, social culture, and organization, customs, activities, procedures, and concepts. In conclusion, the translator applied domestication in which the translator changed the cultural terms that were suitable for the culture in the target language to produce an acceptable and understandable translation for the target audience.

Keywords: *Translation ideology, Cultural terms, Laut Bercerita*

ABSTRAK

Tujuan dari penelitian ini adalah untuk menemukan ideology yang sering digunakan dalam menerjemahkan istilah-istilah budaya dalam novel *Laut Bercerita* dan *The Sea Speaks His Name*. Penelitian ini menggunakan penelitian kualitatif. Sumber data pada penelitian ini adalah novel Indonesia *Laut Bercerita* karya Leila S. Chudori dan terjemahan bahasa Inggris yang berjudul *The Sea Speaks His Name* oleh John H. McGlynn. Dalam mengumpulkan data, peneliti menganalisis kata atau frase dalam novel *Laut Bercerita* dan *The Sea Speaks His Name*. Hasil penelitian ini menunjukkan bahwa ideology domestikasi yang memiliki 167 data (74.2%) lebih dominan dari ideology foregnisasi yang memiliki 58 data (25.8%) dalam menerjemahkan istilah-istilah budaya. Domestikasi mencakup 5 kategori istilah budaya seperti ekologi, budaya material, budaya social, organisasi, kebiasaan, kegiatan, prosedur, dan konsep, gestur dan kebiasaan sedangkan foregnisasi mencakup 4 kategori istilah budaya seperti ekologi, budaya material, budaya social, organisasi, kebiasaan, kegiatan, prosedur, dan konsep. Kesimpulannya, penerjemah menerapkan domestikasi di mana penerjemah mengubah istilah-istilah budaya yang sesuai dengan budaya dalam bahasa sasaran untuk menghasilkan terjemahan yang dapat diterima dan dimengerti oleh khalayak sasaran.

Kata Kunci: *Ideologi penerjemahan, Istilah-istilah budaya, Laut Bercerita*

INTRODUCTION

A language is a tool of communication. KBBI (2005) explains that language is a symbol of a sound system that arbitrates, which is used by the community for doing work together, interacting, and self-identify. Language is a set (finite or infinite) of sentences, and language is the mirror of mind (Chomsky, 1975). Language is important to communication because this is a tool. Besides that, language also plays an important role when doing classroom activities, especially in English class. By using the language, the teacher can explain what should be learned in the class.

As a global language, English is a main act in communication internationally. English is used as an official language in the global community to make anything happen smoothly and understand, such as business field, medical, politics, and also education. Understanding English can help people access many things these days. In schools, English still being one of the main subjects to learn. As an example, many schools provide a bilingual class and environment for students to accustom themselves to English. Language courses are also not a strange thing in the countries, to reckon that is how important English to be mastered by people nowadays.

From the explanation above, we can conclude that language is an important thing to be mastered for the sake of communication. Language can help people to express their feelings and make others understand. Language also helps to get information and new knowledge.

Translation is a way to translate source language into the target language, in order to understand the meaning. Translation is the process of rendering a written text from a source language into the target language (Hatim and Munday, 2004). Translator is a person that translating the product, such as book, documents, and many other kinds of written text. Interpreter is a person that directly translates language orally from the source language into target language. So the difference is, translator work by typing or writing, and interpreter is work orally. We often see interpreters work along with the client during meeting or gatherings. Usually, we can see how they work in the official event such as Olympic, bilateral visits, or business reasons. According to Regulation of the Minister of Finance of the Republic of Indonesia Number 49/PMK.02/2017 concerning Standard Input Fees for Fiscal Year 2018, which was adapted by the Indonesian Translators Association (HPI), today's fee for translating from English to Indonesian around Rp 75.000,- per page. Interpreter paid by the hour or per day, with fee Rp 350.000,- per hour for now.

Both translator and interpreter have their own difficulties in translating something, even in a song. As we know, song is different from novel or short story. Song has their own meaning and is often implicit. We can find many hidden meaning in many songs. Song is a short musical work set a poetic text with equal importance given to music and to the words (Friedman, 1998). Song is a musical composition that is performed or written with the intention of being sung (According to Michael Agnes, 2000, p.1367 in Ihsani, 2017)). In translating song, there are many problems that will occur for students, such as is it the word can be explained well, is it the diction can fit enough for the target language, and many more. Translating song is a difficult job, because we have to understand the meaning appropriately in the source language first, so that we can find the right word for the translation lyrics. Sometimes, the songwriter did not write the word explicitly. They often use hidden meaning or word-play in order to make the song sound poetic. The rhyme is important in song, so that the whole output will pleasing

enough to listen. Until now, there is no basic standard in song writing process, because song is a representative of the songwriter itself. So, they can express themselves freely.

The translation is not always has a good output. There are many mistakes in translating the song, especially when it comes to cultural or hidden meanings in the lyrics. Many people think that is not big deal if make a mistake in translating a song. But in reality, the singer and songwriter want listener, especially non-native listeners, to catch the meaning of the song properly. They want the listener to understand what is the song mean, what is the message they want to deliver. The most problem for translating the lyrics is, to find the exact word without changing the rhyme or the melody. When we just translate the song to understand the meaning, it is okay to translate it properly. But when we want to sing it, here is the problem because we have to find the words and make it easy to sing. We also have to match the rhyme so it will sound the same as the original song but with a different language.

Research about translation strategy in song lyrics has already been done by many researchers to know about the strategy to translate song lyric. The first research was done by Marisa Friska Azizah (2019) about "Translation Techniques in Sam Smith's Song Lyrics in In The Lonely Hour Album". Marisa analyze how the translation strategies used in translating the song. She used 11 songs as the data sample. The result shows that the translator of the song used the Molina and Albir technique to translate the songs. The second research titled "Analyzing Translation Strategies Utilized in the Translation of Song "Do You Want to Build a Snowman?" was done by Chrisna Leni and Athriyana Santye Pattiwael (2019). They analyzed the song in terms of strategic and non-strategic translation strategies. The result shows that the translator is inclined to translate the lyrics using a few numbers of words. They found that five strategies of nine have been used in the translation, such as interpretation, rhymes, paraphrases, omission of the words, and addition of words strategies. The third research talked about translation strategies in the Korean reality show Running Man. This research was conducted by Rubbyanti Adelina Suryani in 2016. The result of her study found that the translation of the reality show used literal translation the most. Standard translation is used most in proper name allusion, allusion, cultural group, replacement name by another, and retention of name. The fourth research was done by Elena Gritsenko and Evgeniya Aleshinskaya (2016) talked about the Translation of song lyrics as a structure-related expressive device. They talked about how the role of translation turns into a resource for meaning-making in popular songs. Fifth research was done by S. Suharto and Edi Subroto (2014) about how song translation has its own effects in ecclesial songs. The data sample for this study takes 5 songs as the primary data. The result shows the equivalences and beauty of the song's translation in this study. Incorrect diction or choice of words and the missing words in the translated lyrics caused the difference in structure itself. The sixth research talked about translating proper nouns in the English translation of Hafez's lyrics, done by Seyed Alireza Shirinzadeh and Tengku Sepora Tengku Mahadi (2014). The researcher adapted Verme's model of translation strategies and got the result that the translator used the transference strategy to translate proper nouns in Hafez's lyrics.

From the explanation above, it is proper to say that, to solve the problem, it is necessary to find the right method or strategy for translating the song. The right strategy will help students translate the song and consider the rhyme and the original meaning of the song. Translating the song did not change the narrative, but made the source language understandable to the target language. Based on the information above, the researcher wants to know what is

the right strategy in order to make song translation become a proper output. There are many kinds of translation strategies, foreignizing, domesticating, and neutralizing. In this research, the researcher used the song "Tokyo" by rapper-singer RM of BTS as a sample of translation products from English to Indonesia.

Tokyo is a mixtape song sung by RM, or Kim Namjoon, a member and leader of BTS (South Korean Group). He was born on September, 12th 1994 in Ilsan, South Korea. He is a rapper-songwriter and record producer under Bighit Music. During his career, he already released two mixtapes, besides his work in BTS, titled RM (2015) and Mono (2018). RM is a full member of KOMCA (Korea Music Copyright Association) and until 2021, already listed 187 credits, the second and the youngest most credited artist. He released much music since he was active as an underground rapper, before signing a contract under Bighit Music in 2010 and being a trainee. He changed his former stage name, Rap Monster, into RM in 2017. He said he wants to find himself and explore more music without being burdened with the meaning of his former stage name. RM is widely known as one of the smart idols in South Korea. In school, he scored top 1% of the nation ranking in math, language, and social studies, and had an IQ of 148.

For his solo projects, he received many records and achievements. RM first mixtape, *RM*, was ranked 48th on Spin's "50 Best Hip Hop Albums of 2015". For his collaboration song with Fall Out Boy, *Champion*, he reached 18th on Billboard's Bubbling Under Hot 100 Singles and got 46th on the Emerging Artist Chart. He also made history as the first K-pop artist to chart on Rock Digital Song chart, ranked as second. For his second mixtape, *Mono*, he got first in the Emerging Artist Chart, become the first Korean artist to reach that achievement. *Mono* also got most #1 on iTunes in 123 countries, the only album that reached that record of all time. American hip-hop magazine, XXL, included RM in the list entitled "10 Korean Rappers You Should Know" in 2017. As a group member, he reaches many awards along with his teammates, such as the Order of Cultural Merit (South Korea's orders of merit. It is awarded by the President of South Korea for outstanding praiseworthy services in the sphere of culture and art in the interest of promoting the national culture and national development), participating in many donations, Love Yourself Campaign with UN, and the recent event joined with President Joe Biden in White House to discuss Anti-Asian Hate Crimes and celebrate AANHPI Heritage Month on May, 31st. That is why they are called "*Nation Representatives of South Korea*".

Based on the background of the study, the research will focus on what strategy should student use in translating the English song into Indonesian. The data is a song "Tokyo" by RM of BTS. The findings of this study should aid students and translators in improving their understanding of song lyric translations, in particular, is a field of study in translation. This study is aimed to improve learners' understanding of methods to translate music lyrics in particular. As for the translators, it is hoped that this study would aid them in developing effective tactics and maintaining consistency while translating song lyrics. Furthermore, this work is created to support as a valuable reference for future scholars interested in song lyric translation.

METHODOLOGY

The research design of this study uses using descriptive qualitative method. The researcher will collect the data, analyze the data, and drew a conclusion based on the data analysis.

Based on the statement above, this research will be analyzing the song, Tokyo, to find out what are the techniques used in translating the song lyrics. The researcher will check all the 18 techniques from Molina and Albir (2002) with the song lyrics, and match it. By analyzing this, we will know how the translator chooses the technique to translate to go along with the real meaning. In collecting the data, the researcher will analyze the song per line and then find what technique the translator used for each line. This method was chosen since it is suited for analyzing data in this study. This method is appropriate because the researcher just focuses on discovering the translation strategy used by the translator for the song.

FINDINGS AND DISCUSSION

Findings

Here is the table of 18 points of translation by Molina and Albir (2002) techniques for translating a context.

Table 1. Molina and Albir techniques on Translation

Techniques	Translation (Example)	
	Source Language (English)	Target Language (Indonesian)
Adaptation	Cricket (sport)	Kriket
Amplification	There are many people in that park	Banyak orang di taman itu
Borrowing	Zig-zag	Zig-zag
Calque	She is the <i>new chef</i> in here	Dia adalah <i>chef baru</i> disini
Compensation	A burning desire to share The Secret with the world consumed me	Hasrat yang menyala-nyala untuk membagikan Rahasia kepada dunia membakar diri saya
Description	I see Baobab there	Saya melihat pohon Baobab disana, pohon asli Madagaskar yang merupakan salah satu jenis pohon raksasa
Discursive Creation	Alice in Wonderland	Alice dalam Negeri Ajaib
Established	How are you?	Apa kabarmu?
Equivalence		
Generalization	Hovercraft	Kapal bantalan udara
Linguistics	Up to you	Terserah/Terserah kamu
Amplifications		
Linguistics	Are you thirsty?	Haus?
Compression		
Literal Translation	I go to school everyday	Saya pergi ke sekolah setiap hari
Modulation	Nobody like it	Semua orang membencinya
Particularization	She likes to use bag anywhere	Dia suka memakai tas selempang kemana-mana
Reduction	Andi drinks a water	Andi sedang minum
Substitution	Shake head	Diterjemahkan sebagai "tidak" atau di istilahkan sebagai penolakan
Transpositions	Empty-headed	Kosong
Variation	Go ahead!	Cepetan!

Based on the table above, let's see the result from the song lyrics of Tokyo by RM for each translation technique.

Table 2. The Findings of Translation Techniques used in Tokyo's Lyrics Translation

Data No.	Translation		Translation Techniques (Molina and Albir, 2002)
	Source Language (English)	Target Language (Indonesian)	
1.	Wake up in Tokyo, feel like a torso	Bangun di Tokyo, merasa seperti torso	Literal translation
2.	I know it's time to go	Aku tahu ini saatnya untuk pergi	Literal translation
3.	I see <i>Pinocchio</i> wearing a <i>poncho</i>	Aku melihat <i>Pinnochio</i> mengenakan <i>ponco</i>	Borrowing
4.	That's me <i>some time ago</i>	Itu aku <i>beberapa tahun lalu</i>	Established equivalence
5.	Do I miss myself?	Apakah aku merindukan diriku sendiri?	Literal translation
6.	Do I miss your face?	Apakah aku merindukan wajahmu?	Literal translation
7.	I don't know (I don't know)	Aku tidak tahu (aku tidak tahu)	Literal translation
8.	I don't know (I don't know)	Aku tidak tahu (aku tidak tahu)	Literal translation
9.	Life is a word sometimes you cannot say	Hidup adalah kata yang terkadang tidak bisa kamu ucapkan	Literal translation
10.	And ash is a thing that someday <i>we all should be</i>	Dan abu adalah sesuatu yang akan terjadi pada kita suatu hari nanti	Modulation
11.	<i>When</i> tomorrow comes	<i>Kapan</i> besok datang	Literal translation
12.	How different it's going to be?	Betapa berbedanya itu?	Amplification
13.	Why do love and hate <i>sound</i> just the same to me?	Mengapa cinta dan benci <i>terdengar</i> sama bagiku?	Modulation
14.	I can't sleep	Aku tidak bisa tidur	Literal translation
15.	<i>Homesick</i> babe	<i>Rindu rumah</i> sayang	Adaptation
16.	I just wanna	Aku hanya ingin	Literal translation
17.	Stay right next to you	Tetap di samping mu	Modulation
18.	If I could choose my dream	Jika aku bisa memilih mimpiku	Literal translation
19.	I just wanna	Aku hanya ingin	Literal translation
20.	Stay right next to you	Tetap di samping mu	Modulation

Based on the table above, here are the results of the percentage of the most dominant translation technique used by translators for translating the song lyrics of *Tokyo* by RM explained in the table below. Table 3 provides data about the percentage and frequency of each translation technique.

No.	Translation Technique	Frequency	Percentage (%)
1.	Established Equivalent	1	5,26%
2.	Modulation	3	15,78%
3.	Literal translation	12	63,15%
4.	Amplification	1	5,26%
5.	Borrowing	1	5,26%
6.	Adaptation	1	5,26%
Total		19	100%

If we look at the table above, we can see that literal translation is the most used by the translator in translating the lyrics. Modulation technique is the second, followed by

established equivalent, adaptation, borrowing and amplification. Translator used literal translation the most, because this is the easiest one.

Discussion

Literal Translation

Literal translation is translating the word by looking at the dictionary meaning, without change the meaning into semantic meaning. We can see at the lyric "**When tomorrow comes**" it is translated into "**Kapan besok datang**", but in right translation, it should be "**ketika hari esok menjemput/datang**". This translation more suit with the next translation "**How different it's going to be? (betapa berbedanya itu?)**".

Data 1

SL : Wake up in Tokyo, feel like a torso

TL : *Bangun di Tokyo, merasa seperti torso*

Data 2

SL : I know it's time to go

TL : *Aku tahu ini saatnya untuk pergi*

As we can see in the lyric above, the translator translates word by word for the target language. It is understood that the translator did not put anything difficult, in order to make the readers and listeners easy to understand the lyrics.

Modulation

Modulation is the second most used technique in this lyrics translation. Modulation is a technique for using a point of view in the target language that relates to the source language, so the meaning still remains the same as the writer wants to explain. For example in data 10, for "*And ash is a thing that someday we all should be*" sentence is translate into "*Dan abu adalah sesuatu yang akan terjadi pada kita suatu hari nanti*". The change is happen in "**we all should be**", changed into "**akan terjadi pada kita suatu hari nanti**". The literal translation of that sentence is "**yang seharusnya kita rasakan/menjadi itu**". But because it is can be unclear, so the translator chooses the right phrase for making this understandable.

Data 13

SL : Why do love and hate *sound* just the same to me?

TL : *Mengapa cinta dan benci terdengar sama bagiku?*

Data 17

SL : Stay right next to you

TL : *Tetap di samping mu*

Established Equivalent

The established equivalent is to find a correct translation that is written in the source language to the target language. As written in data 4, we can see that the translator translated *some time ago* into *beberapa tahun lalu* in the target language. The literal meaning of *some time ago* is "**beberapa waktu yang lalu**". The translator translates *time* into *tahun* to explain about year, not *waktu* as in hour, second, or minute, because it is more suited to the lyrics before and after.

Data 4

SL : That's me *some time ago*

TL : *Itu aku beberapa tahun lalu*

Amplification

Amplification lets the translation translate as it should be. The information from the source language should be translated correctly into the target language. As we can see in data 12, the meaning of the text from the source language still has the same meaning in the target language. Although the structure of the sentence is not translated word by word, the meaning is still the same.

Data 12

SL : How different it's going to be?

TL : *Betapa berbedanya itu?*

Adaptation

Adaptation is a technique that changes the phrase or word that is written in the source language to be understandable in the target language. This technique changes the word or phrase that has social culture or elements that the target language does not have. Data 15 shows about word "*homesick*", and there is no word that has the same idiom with that word in the Indonesia language. So, the translator translates *homesick* into "rindu rumah" which means missing the homeland/home. If the translator translates it literally, it will become "a sicken house", and this does not match the real meaning of the word *homesick* itself. So the translator used adaptation to translate this text.

Data 15

SL : Homesick babe

TL : *Rindu rumah saying*

Borrowing

Borrowing means borrowing a meaning directly from the source language to the target language, without any change. This is because there is no similar word to be explained in the target language. Borrowing is usually used when translator translates a brand name, characters, country name, or even a person's name. Data 3 shows about *Pinocchio* and *poncho*. *Pinocchio* is a well-known character among people. Actually, is usually translates into *Pinokio*, because of the pronunciation. However, the translator did not change the word into a local name. A *poncho* is a kind of outer made from garment that usually people use in the winter season. In Indonesia, there is no such thing as *poncho*, so the translator just translates it into the Indonesian spelling, *ponco*. So, it is not really change the word.

Data 3

SL : I see *Pinocchio* wearing a *poncho*

TL : Aku melihat *Pinnochio* mengenakan *ponco*

For easier understanding, let's look at the meaning interpretation of the song provided by BTS Amino, a well-known fan base that often interprets lyrics from BTS.

Table 3. A song Interpretation by BTS Amino https://aminoapps.com/c/btsarmy/page/blog/rm-mono-tokyo-lyrics-analysis/mopX_Qo7SkuLae5ag3YWvo78XPPKvEWJ00

Lyrics	Meaning
Wake up in Tokyo, feel like a torso	Torso is the part of the body that our members and head are attached to, which includes the thorax and abdominal cavity. This means that he wake up just like a torso, without working as a human should (breath, think, feeling)
I know it's time to go I see Pinocchio wearing a poncho That's me some time ago Do I miss myself? Do I miss your face? I don't know (I don't know) I don't know (I don't know)	Pinocchio was a wooden puppet. His creator, Gepetto, wished on a star for him to become a real boy and the wish was granted. Symbolize how he is right now. Yes he is living his dream from the start, but is he want the old him? Or he fully accept what is happening with him nowadays? Pinocchio is wearing a poncho to keep the body warm from the cold and the rain. As we know, rain often interpreted as a gloomy feeling. So, Pinocchio wearing poncho could be mean that he try to protect himself from sadness.
Life is a word that sometimes you cannot say And ash is a thing that someday we all should be When tomorrow comes How different it's going to be? Why do love and hate sound just the same to me?	We often label ourselves, then try to reach for wealth and obsession, try to make our lives meaningful, but no matter what we do, our end is always the same, eventually we will become dust that flies away by the wind. Life is as smooth as summer breeze. We feel it, enjoy it for a moment, but if it's compared to the age of the earth or galaxy, it's only for a moment. It's one of those little things that if touched or pressed just a little bit, will make it fall to pieces. Just by pronouncing it, the breath that comes out of the mouth will eliminate it. So, cherish it while it's still there.
I can't sleep Homesick babe I just wanna Stay right next to you If I could choose my dream I just wanna Stay right next to you	Life as a traveler or as a tourist may seem interesting. You don't have to think much, you're just there to enjoy the ride as long as you can. You don't have to make complicated decisions and you can do it. You can see why that sounds attractive to someone whose head is filled and burdened with screaming thoughts. Is it or does he want to go back home? No matter where it is, home is where you feel welcome and loved and that support can mean the world to someone who is vulnerable to overthinking and depression.

When translating a context, it is not just to translate word by word, phrase by phrase literally, but we also have to understand the meaning, especially when translating the song. The translator just focuses on how the reader and listener will understand the lyrics right away in the target language, so that is why literal translation is used the most in this lyric.

CONCLUSION

Based on the data above, we can conclude that the translator used literal translation the most. Literal translation is the easiest thing to do when we want to translate a context. This technique is often taught in school by the teacher to make the student get used in translation activity.

Literal translation, adaptation, modulation, and amplification are applied in song lyrics translation of Tokyo by RM of BTS. With these techniques, the reader can understand the meaning of the song briefly. If they want to understand more deeply, they can start to analyze the song by understanding the semantics, and symbol, and interpreting the lyrics given.

Besides that, the researcher knows that regards the limitations of time and knowledge, this research is still far from perfect and could not avoid various errors and mistakes, and that this research related to the translation of song lyrics needs to be carried out further and more deep with a variety of data analyzed carefully, specifically, and deeply to reach perfection.

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