

An Analysis of 'Color Your Night' Song by Lotus Juice and Azumi Takahashi : Domestication Translation Strategies

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ARTICLE INFO

*Keyword : Domestication,
Strategy, Song Lyrics,
Translation, Language Style*

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ABSTRACT

This research investigates the application of domestication strategies in translating the lyrics of "Color Your Night" by Lotus Juice. It examines the differences and similarities between the original and translated lyrics and evaluates how the translation maintains the meaning and aesthetic value of the source language within the target language. The study focuses on specific lyrics from both versions of the song, utilizing a qualitative research approach centered on domestication strategies. The results reveal that domestication is effectively applied by altering certain phrases and idioms to resonate more closely with the target audience. Additionally, the comparison highlights significant overlaps and distinctions across various aspects of the lyrics. Overall, the domestication strategy proves to be an effective approach for preserving the meaning, stylistic elements, and aesthetic integrity of the original lyrics with accuracy and fidelity.

INTRODUCTION

Music is a universal art form capable of transcending cultural and linguistic boundaries. Song lyrics, as an integral component of music, play a significant role in conveying messages and emotions to listeners. Translating song lyrics presents unique challenges due to significant cultural and linguistic differences. The process is not merely a word-for-word translation but involves the application of appropriate translation strategies to preserve the meaning and aesthetic essence of the original work.

According to Venuti (1995), translation encompasses two main strategies: Domestication and Foreignization. Domestication refers to a translator's ideology that prioritizes retaining meaning, while Foreignization focuses on preserving cultural elements. These strategies were first introduced by Venuti in his seminal work, *The Translator's Invisibility: A History of Translation* (1995). Among these, the domestication strategy is particularly effective in translating song lyrics, as it ensures the original essence and beauty of the work are maintained.

By adapting lyrics to the cultural and linguistic context of Indonesian audiences, domesticated translations can convey meaning accurately while fostering a deep emotional connection between listeners and the song. The use of words, idioms, and language styles unique to Indonesian makes translated lyrics feel more natural and relevant to the audience. Moreover, this strategy can enrich the original meaning of the lyrics and enhance the song's aesthetic appeal through more poetic and imaginative word choices. As a result, listeners not only comprehend the lyrics but also experience the emotions and nuances intended by the songwriter.

However, implementing the domestication strategy requires precision and a profound understanding of both languages and cultures involved to ensure that the resulting translation remains accurate and faithful to the original meaning. Thus, domestication emerges as a crucial approach to creating song lyric translations that are not only functional but also capable of evoking the hearts and minds of listeners or readers.

In this study, the author employs the domestication strategy to translate the song lyrics of "Color Your Night." Domestication is a principal approach in translating artistic works like songs, aiming to bring the translated text closer to the target language culture. This research focuses on analyzing the domestication strategy in the lyrics of "Color Your Night," a song chosen for its rich meaning and aesthetic qualities and because it has been translated into the target language.

The lyrics of "Color Your Night" serve as an example of a song containing Western cultural references that may not be easily understood by the target audience. Hence, the domestication strategy is anticipated to bridge the linguistic and cultural gaps by translating such words or idioms into equivalents more familiar to the target audience. This study also aims to assist readers and future researchers in understanding the meaning of the song's lyrics and the process of implementing the domestication translation strategy.

The core objectives of this research consist of three main points. First, it seeks to analyze the implementation of the domestication strategy by examining the word or phrase choices in the translation. Second, it aims to compare the original and translated lyrics, discussing the differences and similarities across various aspects such as cultural and emotional elements. Third, it evaluates the effectiveness of the domestication strategy in preserving the meaning and

aesthetics of the original lyrics, assessing how well the strategy retains the song's original intent and beauty. However, the detailed discussion of the research object and these three objectives will be provided in the subsequent sections of the study.

LITERATURE REVIEW

The translation of song lyrics involves distinct challenges due to cultural and linguistic differences between the source and target languages. According to Venuti (1995), translation can be divided into two primary strategies: domestication and foreignization. Domestication involves adapting the source text to the cultural norms and expectations of the target audience, making it more familiar and relatable. In contrast, foreignization aims to preserve the foreign qualities of the original text, maintaining cultural differences and unfamiliarity for the target audience. Domestication in Song Translation The domestication strategy is particularly effective in translating song lyrics as it helps maintain the aesthetic appeal and emotional resonance of the original work. This approach is considered essential when the target audience is from a significantly different cultural context. In translating song lyrics, domestication enables the translator to replace culturally specific references with equivalents that resonate with the target audience, thus creating a more natural and engaging translation.

Translation of Lyrics in Indonesian Context Translating song lyrics into Indonesian often requires adjustments to ensure that the emotional tone, cultural nuances, and stylistic elements are retained. Previous studies have highlighted how domestication in the translation of songs can enhance emotional engagement and cultural relevance. For example, Budianto (2019) notes that in Indonesian translations, domestication can transform idiomatic expressions into culturally familiar phrases that elicit similar emotions and meanings, thus allowing the song to connect with the local audience on a deeper level. Emotional and Aesthetic Value in Translated Lyrics One key aspect of song lyric translation is the preservation of the emotional impact and aesthetic qualities of the original lyrics. According to Hidayat (2021), successful translations should not only convey the literal meaning of the lyrics but also replicate the emotional undertones and aesthetic values inherent in the original song. This is achieved through careful selection of words and idiomatic expressions that retain the poetic flow and emotional appeal of the source text.

Cultural Considerations in Translating Songs Cultural adaptation is another critical factor in the translation of song lyrics. As noted by Anggito and Setiawan (2018), translation should take into account the cultural connotations of certain words and phrases, ensuring that the translated lyrics resonate with the cultural sensibilities of the target audience. For instance, the use of idioms or metaphors that are culturally specific may require significant modification to ensure that the translated lyrics are both meaningful and emotionally engaging for the audience.

Application of Domestication in the Translation of "Color Your Night" In the context of the song "Color Your Night" by Lotus Juice, the domestication strategy was successfully applied to adapt the lyrics to the Indonesian cultural context. As discussed in the study, certain English phrases were replaced with Indonesian idioms and expressions that enhanced the emotional and aesthetic value of the

lyrics. The translation of phrases like "let me paint the view" into "biar ku warnai dunia ini" (Let me color this world) adds an emotional layer that resonates with Indonesian listeners. Similarly, the term "sinar hati" (light of the heart) deepens the emotional connection, making it more relatable to the target audience. Challenges in Maintaining Meaning and Aesthetic Integrity Despite the effectiveness of domestication, there are challenges in ensuring that the translation maintains the meaning and aesthetic integrity of the original work. Siregar (2016) emphasizes that while domestication can make a translation feel more natural, it should not stray too far from the original meaning or emotional impact. The translator must balance cultural adaptation with fidelity to the original lyrics, ensuring that the translated version retains the essence of the original song while also engaging the target audience.

RESEARCH METHODOLOGY

The research use a qualitative methodology to address the study's objectives. This approach is used to analyze the implementation of the domestication strategy in translating the lyrics of "Color Your Night," to identify the differences and similarities between the original and translated lyrics, and to evaluate the effectiveness of the domestication strategy in preserving the meaning and aesthetics of the original lyrics in the translation.

To achieve these objectives, the researcher collected data by analyzing the lyrics of "Color Your Night" in both the original and translated versions. The analysis focused on examining the application of the domestication strategy, comparing key elements in the original and translated lyrics, and assessing how the translated version adapts linguistic and cultural elements to resonate with the target audience. This approach allowed for a detailed examination of how the strategy impacts the overall translation quality and its ability to convey the intended meaning and aesthetic value of the original work.

RESULT AND DISCUSSION

In the process of translating a song from the source language to the target language, translators often read the lyrics repeatedly, both individually and as a whole, and may consult experts in the field for additional insights. When translating artistic works like songs, two primary translation strategies are typically used: domestication and foreignization. This discussion focuses on how the domestication strategy can be applied to translate the song Color Your Night, ensuring the preservation of its meaning and aesthetic value from the source language to the target language.

Therefore, to illustrate the application of domestication, the author first translates a verse from Color Your Night using this strategy. Subsequently, the analysis will address the three research objectives: (1) the implementation of the domestication strategy, (2) a comparison between the original and translated lyrics, and (3) an evaluation of how well the strategy maintains the song's meaning and aesthetics in the translation.

The subsequent analysis will explore how the domestication strategy modifies certain words, phrases, and cultural references to make the translation more relatable to the target audience while maintaining the original's emotional and

aesthetic impact. The discussion will highlight the similarities and differences between the two versions and demonstrate the effectiveness of domestication in bridging cultural and linguistic gaps.

Original Lyric:	Translation and Domestication Strategy:
<p>Another wander in the night Let me paint the view Colour a town with my light</p> <p>For every moment shared with you Not out in the day</p> <p>But never fully gone Going to be back again</p> <p>Until the coming of a dawn</p>	<p>Bertualang lagi di malam sunyi Biar kuwarnai dunia ini Cahayai kota dengan sinar hati</p> <p>Untuk setiap saat bersama dirimu Tak terlihat di siang hari</p> <p>Namun tak pernah pergi Akan kembali lagi</p> <p>Hingga fajar menyingsing</p>

Analysis of Domestication Strategy Implementation

The implementation of the domestication strategy in translating the lyrics of Color Your Night aims to make the lyrics more natural and easily understood by the target audience while allowing Indonesian readers to enjoy the song while preserving the meaning and aesthetics of the original lyrics within the source language's cultural context. This process involves several adjustments to words and idioms to align them with the style and culture of the target language. For instance, the phrase "Another wander in the night" is translated as "Bertualang lagi di malam sunyi." The choice of the word "sunyi" adds a deeper and more romantic nuance, making it more relatable and comprehensible for Indonesian readers. This is in line with Indonesian cultural tendencies to associate the night with calmness and silence. The word "wander" in English suggests a free, aimless exploration, but in the translation, the use of "bertualang" conveys a more purposeful tone, implying an intentional journey, even if it occurs in the quiet of the night. This adjustment not only aligns the lyrics with the target audience's cultural perceptions, but also enriches the lyrical meaning and maintains its poetic quality. The choice of words ensures that the emotional resonance and aesthetic appeal of the original lyrics are preserved while making them accessible and engaging for the Indonesian audience. The phrase "Let me paint the view" is translated as "Biar ku warnai dunia ini." The choice of the word "warnai" is translated as the equivalent of "paint," which not only conveys the literal sense but is also frequently used in metaphorical contexts in Indonesia, where "warnai" carries the meaning of beautifying or adding an emotional color to something. By changing "view" to "dunia ini," this translation expands the meaning, not limiting it to just the physical scenery but also encompassing the entire experience or emotional world shared with someone. It suggests that the act of painting or coloring is not only about depicting the physical world but about creating experiences with another person.

Meanwhile, the lyric "Color a town with my light" becomes "Cahayai kota dengan sinar hati" in this translation, where the word "cahayai" replaces "colour," which in this context means to enlighten or beautify in a more abstract and emotional way. Using "sinar hati" to replace "my light" gives a deeper nuance, more aligned with Indonesian culture, which often associates light with sincere emotions and love. The phrase "sinar hati" also feels more spiritual and emotional, resonating more with Indonesian listeners who might more easily connect "sinar hati" with aspects of the soul or deep love. The sentence "Not out in the day," which

is translated as "Tak terlihat di siang hari," brings a significant adjustment. While this translation is not entirely wrong, "not out" in English can imply something broader, such as an existence that is hidden or only appears under certain conditions, which may not be fully reflected in the translation "tak terlihat." However, in the context of domestication, this translation is quite effective in conveying the idea that the subject is absent or does not appear during the day, providing a meaning that is more easily accepted in Indonesian without losing the essence of absence. The phrase "Until the coming of a dawn," translated as "Hingga fajar menyingsing," is an example where domestication successfully adds depth to the translation. "Fajar menyingsing" gives a more poetic and symbolic nuance, reminiscent of Indonesian expressions that often use "fajar" as a symbol of hope or a new beginning. By changing "coming of a dawn" to "fajar menyingsing," this translation maintains the meaning of a forthcoming time, but with a stronger connotation of awakening or the transition from darkness to light. Overall, the domestication strategy applied in the translation of these lyrics has been successful in maintaining the authenticity of meaning and the aesthetic beauty of the original lyrics. While there are some differences in word choices and cultural adjustments, this translation manages to preserve the atmosphere and the main themes of the song, namely self-discovery, absence, and the hope of return. The process of domestication is also effective in making the lyrics feel closer to Indonesian culture, which tends to prioritize deep and emotional symbolism, such as the use of "sinar hati" or "fajar menyingsing." This allows the translation to function not only as a means of conveying meaning but also as a work of art that can be aesthetically appreciated by Indonesian listeners.

In comparing the original lyrics and the translation, clearly seen in both similarities and differences. For instance, in terms of meaning, both versions of the lyrics convey the theme of a nighttime journey and self-expression. However, in terms of language style, the original lyrics tend to be more descriptive and used more complex language, while the translated lyrics are more poetic and easier to understand. This difference may be due to the translator's effort to adjust the language style to suit the preferences of the Indonesian audience. Emotionally, both versions of the lyrics evoke a sense of calmness and desire. However, the translated lyrics tend to be more romantic compared to the original lyrics, which have a more melancholic tone. This suggests that the translator sought to infuse a stronger emotional nuance in the translated version.

Based on the cultural perspective, the original lyrics carry a more universal meaning, while the translated lyrics focus more on the Indonesian cultural context. For example, the use of the phrase "sinar hati" in the translated lyrics is a distinctive Indonesian idiom that does not appear in the original lyrics. The inclusion of this idiom aims to create a stronger connection between the lyrics and Indonesian listeners. However, the imagery built by both versions of the lyrics also differs. The original lyrics focus more on the physical depiction of the night and light, while the translated lyrics add an emotional dimension with the concept of "sinar hati." This suggests that the translator did not merely translate word for word, but also sought to create a richer and more culturally relevant imagery, resonating more with the Indonesian audience.

CONCLUSION

Based on the research conducted, it can be concluded that the implementation of the domestication strategy in the song *Color Your Night* has successfully

conveyed the original lyrics into the translated lyrics with a style and language that is easily understood. In the comparison, the domestication strategy effectively captures and conveys key points from the original lyrics, such as meaning, language style, and others, into the translation accurately. Furthermore, in terms of maintaining the meaning and aesthetic value of the original lyrics, the domestication strategy can be considered successful, as it preserves the meaning of each lyric well and even enhances its aesthetic value in the translated version.

Overall, the domestication strategy is indeed appropriate for translating artistic works such as songs, as it captures key points from the source language and translates them into the target language while considering the style and culture of the target language. Moreover, domestication can also create its own aesthetic appeal and attraction.

It is recommended that translators, when using the domestication translation strategy, should ensure that the meaning and aesthetic of the source language are preserved and conveyed effectively. The domestication strategy is not just about translating an artistic work, but also about delivering the meaning and aesthetics well, while adding its own value so that Indonesian readers not only understand the content but also enjoy it. However, here are some steps for using the domestication strategy properly: 1) Maintain the nuance: Try to ensure that the translation retains the same emotional tone as the original lyrics, whether it is cheerful, sad, or melancholic. 2) Adapt to context: Consider the cultural context and musical style of the song when choosing phrases and idioms. 3) Pay attention to rhythm and rhyme: Ensure that the translation has a rhythm and rhyme similar to the original lyrics so that it sounds more musical. 4) Incorporate emotion: Translate not only word for word but also the emotion the songwriter intends to convey.

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