NURSERY RHYMES LOCALIZATION IN *LITTLE ANGEL BAHASA INDONESIA* YOUTUBE CHANNEL

THESIS

Submitted in Partial Fulfillment of the Requirements

for the Degree of *Sarjana Humaniora*

Written by**:**

MUHAMMAD FATAHILLAH

SRN:173211092

ENGLISH LETTERS STUDY PROGRAM

FACULTY OF CULTURES AND LANGUAGES

UIN RADEN MAS SAID SURAKARTA

2022

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ADVISOR SHEET

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Assalamu'alaikum wa rahmatullahi wa barakaatuh

After reading thoroughly and giving necessary advice. Herewith, as the advisors, we state that the thesis of

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has already the requirements to be presented before The Board of Examiners (*munnaqasyah*) to attain the degree of *Sarjana Humaniora* in English Letters.

Thank you for the attention

Wassalamu; alaikum wa rahmatuhllahi wa barakaatuh

Surakarta, September 19th, 2022

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This is to certify that the *Sarjana* thesis entitled *Nursery Rhymes Localization in Little Angel Bahasa Indonesia YouTube Channel* by Muhammad Fatahillah has been approved by the Board of Thesis Examiners as the requirement for the degree of *Sarjana Humaniora* in English Letters.

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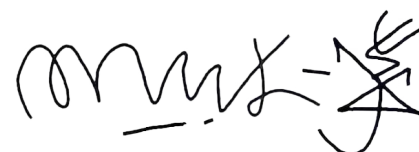   NIP. 19871011 201503 1 006

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DEDICATION

This thesis is dedicated to:

1. Myself

2. My beloved parents

3. My friends

4. English Letters Department

5. My Almamater UIN Raden Mas Said Surakarta

MOTTO

Hasbunallah wa ni'mal wakil (cukuplah Allah sebagai penolong kami, dan Allah

adalah sebaik-baik tempat bersandar)."

(QS Ali Imran [3]: Ayat 173).

"I'd rather be hated for who I am, than loved for who I am not."

-Kurt Cobain-

"Ad astra per aspera (to the stars through difficulties)"

-John Galsworthy-

PRONOUNCEMENT

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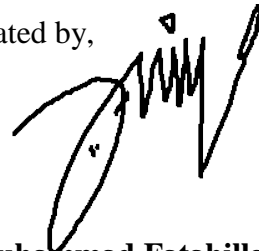
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Faculty   : Cultures and Languages Faculty

I hereby sincerely state that the thesis entitled *Nursery Rhymes Localization in Little Angel Bahasa Indonesia YouTube Channel* is my own original work. To the best of my knowledge and belief, the thesis contains no material previously published or written by another person except where due references are made.

If later proven that my thesis has discrepancies, I am willing to take the academic sanctions in the form of repealing my thesis and academic degree.

Surakarta, 19th September, 2022

Stated by,

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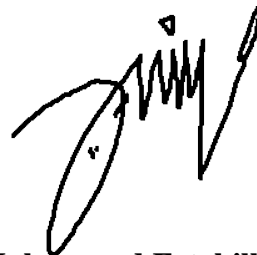
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ABSTRACT

Muhammad Fatahillah. 2022. *Nursery Rhymes Localization in Little Angel Bahasa Indonesia YouTube Channel*. Thesis. English Letters Department, Cultures and Languages Faculty.

Advisor   : Ikke Dewi Pratama, S.S., M.Hum.

Key words   : Nursery Rhymes, YouTube, Song lyric localization strategies, Element of equivalences.

Nursery rhymes localization is one of product localization. Nursery rhymes usually contain educational values and doctrines for children. In this era nursery rhymes can be easily found in any platform which connected to internet, for the example is YouTube. YouTube is a video sharing and social media platform and becomes most visited website which reached 28 per day. This research aimed to analyze (1) the song lyrics localization strategies and (2) the element equivalence in *Little Angel Bahasa Indonesia YouTube Channel*. The researcher chooses this channel to purpose collects the data due to research.

The researcher used Dinda Gorlee's theory (2005) to analyze the strategy there are paraphrasing which consist of restyling, reprashing, rewording and summarizing then neutralization, specification, information reduction, explication. The researcher also used the changes in the elements of equivalences based on Kaindl's theory (2005) to analyze the changes in the vocal presentation, changes in the verbal text, changes in the instrument, and changes in the musical structure.

This research used qualitative descriptive method in analyzing the data. The source data used by the researcher are 10 songs product localization from Little Angel and Little Angel Bahasa Indonesia YouTube Channel. The researcher used document analysis in order to collect the data. All the data are validated by using investigator triangulation in order to make sure the data ara valid.

The research provides 141 data to be analyzed. The researcher found 97 data of paraphrasing which includes 27 data of restyling, 12 data of rephrasing, 27 data of rewording and 32 of summarizing in 10 songs. Then, the researcher also found an information reduction strategy which includes 34 data and the rest are 6 of neutralization, 2 of specification and 2 of explication. Moreover, the most strategy that used is paraphrashing *summarizing* and changes in verbal text as the dominant on elements of equivalences. When localizing the song there was a consideration from the localizer to make the song singable by preserving the poetic structure or keep maintaining the meaning but can't be singable. The localizer tries to make the song singable but the meaning is still related. The use of this strategy and the elements of equivalences are appropriate for the children's song itself, which makes the song easy to memorize and remember.

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LIST OF ABBREVIATION

1. Paraphrasing   : P (Includes: rephrasing, rewording,
   restyling, summarizing)
2. Information Reduction   : IR
3. Explication   : E
4. Neutralization   : N
5. Specification   : S
6. Change Verbal   : CVE
7. Change Vocal   : CVO
8. Change Musical Structure   : CM
9. Change Instrument of Music   : CI

CHAPTER I

INTRODUCTION

A. Background of The Study

One product of localization is nursery rhyme localization. Nursery rhymes are verses customarily told or sung to small children. The oral tradition of nursery rhymes is ancient, but it has steadily added new verses through the years Danielson (2000). Nursery rhymes usually contain educational values and doctrines for children. Nowadays, nursery rhymes becomes more popular especially among children as they can easily access them on many platforms, but many children access them from YouTube.

Neumann, et al. (2020), stated that a recent report surveyed 3.154 families and showed that 80% of children ages 0-7 use YouTube Kids. While most young children are likely using their parent's account, 11% have their own YouTube accounts and 16% have registered with the YouTube Kids app. On average, children spend 1.39 hours each weekday and 1.47 hours each weekend viewing YouTube videos. The topics most likely to be viewed by children include nursery rhymes, play, toys, funny videos and animal videos. According to Bubulova (2005), nursery rhymes are a vital part of children's literature as they accompany them from the very first stages of their life, certainly under the monitoring and guidance of adults. Furthermore, by using nursery rhymes, adults, and parents can introduce something new to children. Meanwhile, in this era of globalization everyone can access anything from the internet. Nursery rhymes can be accessed

easily by people especially on YouTube. YouTube is one of the biggest platform media from the internet that provides many million videos that have been uploaded every day.

Little Angel Bahasa Indonesia is one of the famous channels which contain many videos of nursery rhymes. This channel is worth to be watched since it has reached more than five million subscribers. Furthermore,this channel is the branch of *Little Angel* channel that has reached more than 50 millions subscribers. This channel contains many kinds of interesting nursery rhymes that have been localized to Indonesian language versions from English language versions. This channel makes a creation of nursery rhymes and children's stories then arranges them into original music and cartoons. Those creations will certainly make their own fun for children of all ages. This channel focuses on providing the children's fun in which they can sing along with their favorite Little Angel characters and stories. The research is going to analyze song lyric localization in *Little Angel* Bahasa Indonesia YouTube Channel.

Localization is not about translating language to another language but there are many aspects to consider in translating language itself. Nida (1964) states that "poetry set to music" means that The song is a type of text written in the same pattern as poetry. The localization song should have the closest meaning and be as singable as the original song. To make the song singable the localizers must pay attention in prosody. The localization of the song lyrics is complicated because it requires localizers to make a choice

of words that match to the number of tones, rhythms, music, and to find out the length of the song phrase George (2004).

The researcher used Kaindl's (2005) theory to analyze the changing of element equivalence in the song to prove the impact of song lyric localization strategies that the localizers used are the meaning of song still close to the original version or not. According to the requires that have been stated, there are four aspects related to music and performance following In Kaindl's (2005) theory of song localization namely change in verbal text, change in vokal presentation, change in musical structure and change rhythm which must be balanced with a fifth aspect: fidelity to the sense of the source text can be localized for non-singing purposes and that in cases where they *are* going to be sung in target language.

The researcher has chosen 10 songs from *Little Angel Bahasa Indonesia* YouTube Channel as the data for this research. The 10 selected songs are those which has been the localization product of the original one. Those songs are then localized again into the Indonesian version:

Example 1

The example below, the song entitled Don't be Afraid of The Dentiest is the localization product of Are You Sleeping. This song then localized again into Indonesian version entitled *Kakak Jill Periksa ke Dokter Gigi*.

4/KJPKDG/P(restyling)/CVE

ST: I won't go, I won't go

TT: *Tak mau pergi, tak mau pergi*

In the data above, the lyric "I won't go" in ST is localized into *"tak mau pergi"* in TT. The lyric "I" in the source text is lost when the song is localized into target language. This phenomenon does not have a relation with the title of the song itself and the meaning is shifted. Since the lyric of "I won't go" in the song lyric is indecision moment, but in Indonesian version the localizer directly concluded and localized into "*tak mau pergi*". If the words that showed of the song are lost, it also will change the representation of the meaning from the song itself. If the localizer rephrases many words from the song but the meaning is shifted, it shows that when the localizers localized the song from English into Indonesian version, they only focused on the singability and sacrificed the meaning of the song related to the story. Furthermore from that discussion, the localization strategy used by localizer in localizing the song lyrics as the example above is paraphrasing specifically is restyling since between the ST and TT there is a change in the prosodic syntax with syllables. After the lyrics are localized, the number of syllables change, namely in ST is 6 syllables, in TT is 9 syllables. It happens in order to meet the singable localization Then the element of equivalence is change of the verbal text because the source text *"I won't go"* should be localized into *"aku tidak mau pergi"* but just localized into *"tak mau pergi"* that made the source text not fully localized then the meaning still delivered.

Example 2

The example below is the song Yes, yes Baby Go to Sleep as the localization product of the song Are You Sleeping. This song then localized again into Indonesian version entitled *Selamat Tidur Ya Sayang.*

3/STTYS/P(reprashing)/CVE

ST: Not yet, not yet there is time <u>to play</u>.

TT: *Tidak masih ada waktu <u>tuk main</u>.*

The example above shows that the text "to play" in ST is localized into *"tuk main"* in TT. The result of the localization showed that there are changes in verbal text. When it is localized into Indonesian language version, the meaning is not delivered accurately. In the case of nursery rhymes which mostly the listeners are children, it will be better and will be easy to understand if the words "to play" are localized into *"untuk bermain"* not *"tuk main"*. That localization aims to make this song singable, which causes the result of the localization of the song becoming inaccurate. The localization strategy used by localizer in localizing the song lyrics as the example above is paraphrasing specifically is reprashing since when the localizer localized the ST from TT there are changing words with similar meaning but having singable syllables. According to Kaindl's theory, the elements of equivalence that used is change in verbal text. The word *"to play"* becoming inaccurate because the text not fully localized in Indonesian version that made the meaning is not appropriate.

<u>Example 3</u>

The song entitled Meet Our Baby Brother as the example below is the localization product of the song Are You Sleeping. This song then localized again into Indonesian version entitled *Bertemu Dengan Adik Baru*.

4/BDABB/N/CVO

ST: let's clean baby. Let's clean baby

TT: *ayo mandikan bayinya*

The example above shows that the lyrics in English and Indonesian language versions have different numbers of words which causes the song to be sung at a quick tempo in the English language version and become slower in the Indonesian language version. This phenomenon happened since there are some words that cannot be localized in Indonesian language like "let's clean baby", finally the word are changed and makes the tempo in the Indonesian language version become a bit slow to fill the words that have been changed. Furthermore, it means that there has been a change and the change is affected in naturalness. The localization strategy used by localizer in localizing the song lyrics as the example above is specification since there is a more cultural-specific reference or integrating the song into a specific fictional word when the lyrics localized into TT. As the words "let's clean baby" are localized into *"ayo memandikan bayinya"*. Furthermore the element of equivalence is change in vocal structure because the English version and Indonesian version are different in the way how to sing both of the songs, the Indonesian version has slower tempo than English version that made gap in both of song so it makes the vocal presentation has been changed.

This research analyzed song lyric localization strategies based on Gorlee's (2005) theory. Besides, the researcher also attempted to find out the elements of equivalences, then the researcher used Kaindl's (2005) theory and focused on categorizing the change of verbal, vocal, music and change instruments. Finally from the explanation above, the researcher decided to carry out this research entitled **"Nursery Rhymes Localization in** *Little Angel Bahasa Indonesia* YouTube Channel".

B. Limitation of the Study

In this research, the researcher used 10 songs from *Little Angel Bahasa Indonesia YouTube Channel* as the data. Since, all the songs that have been selected are the product of localization from *Little Angel YouTube Channel*. Little Angel is one of channels on YouTube that contains children's songs, from it the researcher has taken 10 popular products of localization songs from English that are localized again in the language itself and then localized to Indonesian.

The song lyric strategies by Gorlee (2005) is used by the researcher to analyze the data. Furthermore, based on Gorlee (2005) there are some strategies to analyze song lyric namely paraphrasing, neutralization, spesification, information reduction, and explication. The researcher focuses on analyzing the localization strategies and the elements equivalence of the lyrics from all the data that had been changed and localized by the localizer in *Little Angel Bahasa Indonesia* YouTube channel. Furthermore all those songs that had been chosen are the products of localization in English version then localized again into Indonesian

Version. The channel *Little Angel Bahasa Indonesia* and *Little Angel* has been chosen by the researcher into the main research which is used as the main material for this research because the two channels are the same unit where all Indonesian versions of videos in *Little Angel Bahasa Indonesia* YouTube Channel are adapted directly from the English version in *Little Angle* YouTube Channel. The researcher finds that the discussion of changes in element equivalence appear from localization strategies. There are the changes in vocal, verbal text, musical structure, and instrument; all strategies are used by the researcher taken from Kaindl (2005). This theory is appropriate and can be applied in the nursery rhymes that are analyzed in this research. List of the songs will be analyzed by the researcher are:

Table 1.1 List of The Songs

NO	ORIGINAL SONG	LITTE ANGEL ENGLISH VERSION	LITTLE ANGEL INDONESIAN VERSION
1.	Johny-Johny Yes Papa	Daddy, Mommy Yes Kids https://www.YouTube.com/watch?v=1nI04-Mrpq4	*Ayah, Ibu, Ya Anak-Anak* (AIYAA) https://www.YouTube.com/watch?v=FZeSfRHQK1A
2.	This Is The Way	Policeman Keeps Us Safe	*Kita Aman Dengan Pak Polisi* (KADPK)

		https://youtu.be/uM8d BgkqJGc	https://youtu.be/_mGvEp gsxuU
3.	Farmer in the Dell	Family Picture https://youtu.be/fMTte HwD2QQ	*Lihat Album Foto Keluarga Yuk* (LAFKY) https://youtu.be/kHGS5D kl6gs
4.	Baba Black Sheep	Yes Yes Baby Go to Sleep https://youtu.be/gatq1 ose0mQ	*Selamat Tidur Ya Sayang* (STYS) https://youtu.be/1abU7e DI4WM
5.	Are You Sleeping	Dont be Afraid of the Dentist https://www.YouTube .com/watch?v=MjBL Kuf9Odc	*Kakak Jill Periksa ke Dokter Gigi* (KJPKDG) https://youtu.be/8CxvR- dQ91A
6.	Are You Sleeping	Meet Our Baby Brother https://youtu.be/FmeR LKjidbY	*Bertemu Dengan Adik Baru* (BDAB) https://youtu.be/xyYp93f e_zc
7.	This is the Way	This is The Way I Help Mommy https://www.YouTube .com/watch?v=- tFtZAh9sRs	*Ini Caranya Aku Membantu Ibu* (ICAMI) https://www.YouTube.co m/watch?v=BO_8WY- iNlA

8.	Mary Had A Little Lamb	Yes Yes Vegetables https://www.YouTube.com/watch?v=wK0z6DdBWlg	*Kami Suka Sayuran* (KSS) https://www.YouTube.com/watch?v=4JLddEyNmgM&t=154s
9.	Finger Family	Finger Family Animal Song https://www.YouTube.com/watch?v=p0OYSL34u9Q	*Keluarga Jari Hewan Kesayangan* (KJHK) https://www.YouTube.com/watch?v=zaHy854UH44
10	This is the Way	This is the Way We Brush Our Teeth https://www.YouTube.com/watch?v=XWZwfhgvxqY&t=45s	*Jangan Lupa Sikat Gigimu* (JLSG) https://www.YouTube.com/watch?v=tg7HU8BOamw

C. Formulation of the Problem

Based on the background of the study that has been discussed above about nursery rhymes localization, the problem statements that are discussed in this research are formulated through these following questions:

1. What types of localization strategies used by the localizer employ in localizing the nursery rhymes in *Little Angel Bahasa Indonesia* YouTube channel?

2. What are the changes of elements equivalences as found in the song lyric localization of nursery rhymes localization *Little Angel Bahasa Indonesia* YouTube channel?

D. Objective of the Study

From the problem statements that have been mentioned before, the objectives of this research are:

1. To describe the localization strategies used in localizing the nursery rhymes in *Little Angel Bahasa Indonesia* YouTube Channel based on Gorlee, et al (2005).

2. To describe the element equivalence of the localization in terms of change verbal, change vocal, change music and change instrument based on (Kaindl's theory).

E. Benefits of the Study

This research is expected to be able in giving information to other the researchers in educational field dealing with nursery rhymes localization. They are:

1. Theoretical Benefit

   This research hopefully can be an additional knowledge and information especially about nursery rhymes localization. In addition this research is expected to be a reference for another researcher related to this topic. Besides, the researcher hopes this research can be a way to find out the solution in solving the problem from nursery rhymes localization and to continue the existing researches that have been performed before.

2. Practical Benefit

   With this research the researcher hopefully can help and educate people who are interested with nursery rhymes localization.

   a. For the researcher

   This research is intended to improve the researcher's knowledge and comprehending the case about nursery rhymes localization and solve the problems from nursery rhymes localization with all those strategies above.

   b. For English Letter Students

   This research is expected to be a reference by English Letters Student in analyze song lyric translation strategies based on Gorlee's theory (2005)

   c. Other Researchers

   This research hopefully can inspire and encourage the other researchers who are interested in analyzing nursery rhyme localization to do further and complex things related to this topic.

   d. The Teacher

   This research hopefully can be used in media education for students who are interested in nursery rhymes localization.

   e. The Students

   This research hopefully can educate and teach other students who are interested with nursery rhymes localization in the next period.

F. Definitions of the Key Terms

There are several key terms used in this research in order to make clear the terms that are put on the title and for avoiding any different interpretation among the readers. Here are the brief explanation of the title:

1. Localization strategies

    According to Schäler (2007) localization is the linguistic and cultural adaptation of a product to the requirements of a foreign market. Procedures that could be used as a way that is verbal or non-verbal, conscious or unconscious, used by a localizer to solve problems that occur during the process of localization are called localization strategies. A process of localization with a target that is specific or consideration in mind.

2. Nursery Rhymes

    Nursery rhymes are related to the child's subsequent sensitivity to rhymes and phonemes. Moreover, based on Bryan, P.E, et al (1989) Nursery rhymes are an almost universal part of young English-speaking children's lives. A nursery rhyme is a poem or song that is short for children. Nursery rhymes usually composed by an anonymous poet; these verses were "highly rhythmic, tightly rhymed, and popular with small children". Moreover, Nursery Rhymes were only a step away from song in their changing cadence and compressed story elements. Whereas lullabies were considered sleep songs, nursery rhymes were waking songs. They were engaging verses for an adult to sing to or chant with children.

3. Element equivalence

An equivalence in the process of localization is on the stage of the transfer. In this case a message from the source language needs to be transferred by a localizer. Kaindl (2005) stated that the discussion of song localization includes four elements of equivalence and those elements are changes in the vocal presentation, changes in the instrument, changes in verbal text and changes in musical structure.

CHAPTER II

LITERATURE REVIEW

A. Theoretical Description

1. Definition of localization

There are some theories that define localization. One of them is a theory from Newmark. Based on Newmark (1981) localization is a craft that attempts to replace a written message and/ or statement in one language by the same message or statement in another language. Meanwhile, Bell (1991) stated that localization is the replacement of a text representation in one language by representing an equivalent text in another language. Furthemore, localizing a text consists of reproducing in the receptor's language the closest natural equivalent of the message of the source language, first in terms of meaning and second in terms of style as stated by Nida (1982). From all the explanations above, it can be concluded that localization is a process of translating from one language to another language and that process causes some changes such as reducing, adding, and even eliminating the language in order to produce a good and acceptable localization.

2. Song localization

a. Strategies in Song Localization

Localization strategies are about how someone or company adapts a message of the text into a particular language or culture. Localization strategy is a plan to make any needed modifications in

tone, imagery and subject matter to be successfully connected with the local customer. According to Gorlee's theories, there are some strategies used by localizers in localizing a text. The examples stated here had been validated by an expert of song lyric localization.

1) Paraphrasing

In paraphrasing, there is a change of prosody in both form and content of melody and words of the original texts. A paraphrasing gives new variations of material equivalence that is called in semiotic localization theory as a meta version. Metaversion is metatext or metaliterature. Based on Toury's (1986: 1113) words on general localization theory, intralingual translation is "the replaced and replacing entities being functions of two variants within one and the same natural language, whether free (e.g,, in a definition) or bound (i.e belonging in two complementary systems of that language, such as two registers, two historical layers, or two stylistic types)". It is exemplified by all kinds of paraphrases. There are 4 sub types of paraphrasing:

a) Restyling: it is a change in the prosodic syntax with syllables which are the most common features to spot.

Example 1

1/AAIA/P(restyling)/CVO

ST: Daddy, daddy. Yes yes kids? (7 syllables)

TT: *Ayah, ayah. Iya anak-anak?* (10 syllables)

Example 2

2/AAIA/P(restyling)/CVO

ST: Eating ice cream? No, No. kids (7 syllables)

TT: *Makan es krim? Tidak anak-anak* (10 syllables)

       The examples above show that there are changes in the prosodic syntax with syllables. This case is proved by the changing of syllable number when the lyrics are localized from ST into TT namely in ST have 7 syllables, while in TT have 10 syllables.

b) Rephrasing: deals with changes in the syntax or line or sentence structuring.

Example 1

11/STYS/P(reprashing)/CVE

ST: I'll be here, I'll be here

TT: *Ku disini, ku disini*

Example 2

9/KADPP/P(reprashing)/CVE

ST: and I keep everyone safe

TT:*ku menjaga keamanan*

       The strategy used by the localizers in localizing those song lyrics above is paraphrasing, specifically rephrasing since there is a change in syntac or sentence structure in both of the lyrics. These cases proved by the lyric "I'll be here" in ST is

localized into "*Ku disini*" in TT, and the lyric "I keep everyone safe" in ST localized into *"ku menjaga keamanan"* in TT. Those localizations showed that there is a change in syntax especially in target language since "aku" becomes "ku". The purpose of the localizers in using this strategy in order to make the song singable but the message also delivered well to the listeners.

c) Rewording: deals with changing words with similar meaning but having singable syllables.

Example 1

7/AAIA/P(rewording)/CVE

ST: <u>Honey, honey</u>. Yes darling?

TT: <u>*Sayang-sayang*</u>. *Ya sayang?*

Example 2

14/KJPKDG/P(rewording)/CVE

ST: I feel fine, i feel fine

TT: *Tak apa, tak apa*

The examples above showed that the localizers used the paraphrasing strategy specifically rewording in localizing the song lyrics. The localizers shortening the lyrics by using the words that have similar meaning as in TT to make the song become singable. Since the word "honey" should be localized into *"madu"* but changed into *"sayang",* then the lyric "I feel

fine" should be localized into *"aku baik-baik saja"* but changed into *"tak apa"* if the localizer localized into literal meaning the target text is not singable and become longer than source text. This is proved that both in ST and TT on the examples above, they have similar syllables, namely in example 1 both in ST and TT have 7 syllables, while in example 2 have 6 syllables both in ST and TT.

d) Summarizing: deals with condensing or shortening words or ideas.

Example 1

7/STYS/P(summarizing)/CVE

ST: We're gonna be the first through the gate

TT: *Jadi pertama di garis akhir*

Example 2

5/STYS/P(summarizing)/CVE

ST: Watch me and my friends i've got my crew with me

TT: *Lihatlah teman dan kruku*

      The examples above showed that the localizers used paraphrasing strategy specifically summarizing in localizing the song lyrics since the lyrics in ST are shortened when they are localized into TT. The localizers do not localize the whole words but just make the lyrics to be effective by directly

delivering the points or message of the lyrics and do not make the lyrics as long as in ST.

2) Specification

Specification is adding a more culture-specific reference or integrating the song into a specific fictional world.

Example 1

1/STYS/S/CVE

ST: baby john it's time to go in bed

TT: *john sayang saatnya tidur*

Example 2

5/BDABB/S/CVE

ST: In the tub, in the tub

TT: *di bak mandi, di bak mandi*

  The strategy used by the localizers in localizing the song lyrics is Specification since in localizing the lyrics, the localizers did not localize the whole lyrics literally but localized the lyrics from general into more specific, in order to make the message of the song be easily delivered to the listeners. the localizers did no localize the lyrics literally since it may be weird or ambiguous, for example the lyric "baby john it's time to go in bed", if it is localized literally it may become *"john sayang saatnya pergi ke tempat tidur",* but in this case the localizers decide to localized the words "go in bed" into "saatnya tidur" in order to make it be specific.

Besides, the lyrics "in the tub, in the tub" on the example 2, the localizers localized it into *"di bak mandi"* instead of *"di kolam air"*, since it still sounds general.

3) Neutralization

The lyricst-translator may choose either to integrate the song actively into a specific fictional world or to neutralize it into a more general sphere of reference. The aim of neutralization is to detach any specific reference and generalize the lyrics meaning.

Example 1

4/BDABB/N/CVE

ST: let's clean baby, let's clean baby

TT: *ayo mandikan bayinya*

Example 2

12/BDABB/N/CVE

ST: <u>He used to be so tiny</u>, now he is a big boy.

TT: <u>*tadinya kecil*</u>, *sekarang besar*.

The examples above show that the localizers used Neutralization strategy in localizing the song lyrics. The localizers naturally localize the lyrics from ST into TT by using some words that are natural especially to children, furthermore the result of the localization sounds natural also. This case is proved by both of examples above, for example in example 2 it shows that the lyric "He used to be so tiny" in ST

is localized into "tadinya kecil" in TT, the result of the localization is natural since the lyric tell that the word "tiny" is not refer to a size or someone's body but it tell about a boy that is grow up. Besides, it also can bee seen in example 1, where the lyric "let's clean baby" is localized into *"ayo mandikan bayinya"*, instead of *"ayo bersihkan bayinya"* ecause if the localizer localize the lyric by literal the meaning is related and not natural. The result of the localization become natural since that words are used to be said by a mom who asked to her child for shower.

4) Explication

The strategy often involves the explication of contextual assumptions which are implicit in the source text. Communicative clues are seen in the relation to the context, the cognitive environment available for the receptor when receiving the text (Gutt 2000:26-27). Theatrical song localization could be similarity defined as the production of a target text that resembles its source text in respects relevant to its presentation as a staged narrative to music.

Example 1

1/KJPKDG/E/CVE

ST: Do i have to, do i have to.

TT: *Haruskah pergi, haruskah pergi.*

Example 2

ST: veggies help you grow, veggies help you grow.

TT: *sayuran buatmu, tumbuh lebih besar.*

The strategy used by the localizers in localizing the song lyrics is Explication since the localizers localized the lyrics in ST from implicit into explicit in TT. In example 1, the lyrics "Do i have to, do i have to" is localized into "Haruskah pergi, Haruskah pergi" the result of the localization becomes explicit. The message in ST is still implicit since it is not clear about what the thing is supposed to do, then the localizer localizes the lyrics and becomes explicit by adding the word "Pergi". The localization is related to the story of the song since the song tells about a girl who must go to the dentist. Then, in example 2, the localizers also localized the lyrics from implicit into explicit in TT. The lyrics "veggies help you grow, veggies help you grow" is localized into *"sayuran buatmu, tumbuh lebih besar",* in this case the localizer attempt to make the message become explicit by telling that vegetables not only help but it really will make you grow up since vegetables contain many vitamin and nutritions that are important to the growth process.

5)   Information Reduction

To preserve the singability of localization songs by losing the syntactical or structural music forms and semantic elements.

Example 1

1/KSS/IR/CVE

ST: eat your vegetables everyday

TT: *makan setiap hari*

Example 2

7/KSS/IR/CVE

ST: Just give them a try

TT: *Cobalah saja*

The strategy used by the localizers in localizing the song lyrics as in the example above is information reduction since the localizer does some reductions on the song lyrics when localizing them from ST into TT. It can be seen in example 1, the lyric "eat your vegetables everyday" is localized into *"makan setiap hari",* in this case the localizer did not localize the whole words and did a reduction on the words "your vegetables" that made the meaning is shifted. Then, in example 2, the lyric "Just give them a try" in ST is localized into "Cobalah saja" in TT, in this case the localizer also did not localize the whole words or lyric and did a reduction on the word "give" and make it simple into the words *"Cobalah saja"* which the words also often to be said when someone asking to someone else for trying something.

3. The Changes of Elements Equivalences in Song Localization

Equivalence is the most appropriate meaning of source language in the target language. Kaindl (2005) showed that the discussion of song localization includes four element equivalence, and those elements are changes in the vocal presentation, changes in the instrument, changes in verbal text and changes in the musical structure.

a. Changes in the vocal presentation

The changes in the vocal presentation consists of the voice, the accent, and style of the singer when sung the song in original version is different from the local version.

b. Changes in the verbal text

Changes in the verbal text means that when the meaning of the lyric in target language is different from the original version.

c. Changes in the instrument

It is occured when there is a different instrument used to sing the song. Like the difference of using musical instruments in both versions. An example for this change is in the English version used piano while in Indonesian used a guitar as the instrument of music.

d. Changes in musical structure

There is a change in music structures like intro, reff, bridge, chorus of the song. This change is usually found in cover songs, like the cover man taking the reff for the opening before the intro of the song.

B. Previous Related Studies

There are several previous related studies that deal with song localization. The first research is A Study on Localization of Children's Oral Literature: Taking the English Localization of Cantonese Nursery Rhymes as Examples by Wu (2017). This research focused on analyzing the localization of children's oral literature in an integral approach involving strategies with the consideration of linguistic, functional and cultural theories. This research also analyzes the english localization samples of two Cantonese nursery rhymes.

The second is Localization Shift in Mother Goose Rhymes by Sitoresmi (2017). In this research, the researcher focused on describing the rhyme shifts of translating Mother Goose Rhymes in Barney Film Episode Rhyme Time and Rhythm. The researcher also describes whether the result of the localizing is relatable or not from the shifts that have been found.

The third research is The Localization of Nursery Rhymes of Three Little Kittens & Five Little Duck: A Study Of Strategies and The Types of Localizing Musical Device Applied by Rutwasih (2021). This research focused on analyzing localization strategies applied to translate English nursery rhymes to Indonesian. Then, the musical devices in source text (ST) and target text (TT) are compared in order to find out the influence of localization strategies in the distribution of musical devices also analyzed by the researcher in this research.

The fourth is A Localization Analysis of Nursery Rhymes in the English Version of The Straw House Based on Relevance Theory: A

Cognitive Approach by Jiaqi, et al (2021). The object of this study is the localization of five nursery rhymes as the research object which play a vital role in the English version of The Straw House. This study analyzed and explored the localization approaches of those nursery rhymes adopted by Sylvia Yu, Julian Chen and Christopher. Moreover, this study also analyzed advantages and disadvantages of the localizations before solutions were put forward to the localization problems which led to the failure to communicate the author's intention to the target readers. The researcher analyzed the English localization of nursery rhymes in The Straw House published by Long River Press in order to propose feasible localization strategies for localization challenges.

The fifth is a study by San (2021), namely A Study of Localization on Nursery Rhymes From Reception Aesthetics: Taking Bronze and Sunflower as An Example. An analysis of the similarities and differences between English and Chinese nursery rhymes in terms of sentence pattern, content, form, and culture from the perspective of children readers' expectations are discussed in this study. Moreover, this study takes the English localization of Andersen's prize-winning work Bronze and Sunflower as an example. San (2021), in his study also explores how to preserve the similarities in sentence patterns and contents of English and Chinese nursery rhymes while compensating for the differences in form and culture with various localization methods, so as to seek common ground while reserving differences.

Those previous related studies have the same discussion with this research that is about nursery rhymes localization. The difference is in the aim of the research. In this research, the researcher focuses on the use of localization strategies used by the localizer in localizer the songs of Little Angel YouTube channel. The previous studies do not talk about this case yet. Therefore, the researcher decided to do this research since this case is interesting to be discussed. The shift occurs on the song lyrics that have been localized from *Little Angel* English YouTube Channel to *Little Angel Bahasa Indonesia* YouTube Channel is extremely different and the shift brings different effects to the readers.

CHAPTER III

RESEARCH METHOD

A. Research Design

The researcher applied a descriptive qualitative method in order to reach the aim of this research. By applying the descriptive qualitative method the researcher classified, collected and analyzed the data, then figured out a conclusion. The goal of qualitative descriptive studies is a comprehensive summarization, in everyday terms, of specific events experienced by individuals or groups of individuals. According to Fraenkel and Wallen (1993) the descriptive method is a method used to explain, analyze, and classify something through various techniques, survey, interview, questionnaire, and test. In this research, the researcher used descriptive qualitative design by collecting the data, classifying data then analyzing the data.

Qualitative research is a type of research that was taken by the researcher to find and reveal something according to the research subject through a process of description. This research used a descriptive qualitative method because the purpose of this study is to describe the phenomena of localization, especially the song lyric localization strategy and element equivalence in 10 nursery songs of *Little Angel* Bahasa Indonesia YouTube Channel.

B. Data and Source of the Data

The source of the data is the location where the data is collected by using certain methods such as human documents and others (Sutopo: 2006). There are many songs in *Little Angel Bahasa Indonesia* YouTube channel, but in this research, the researcher only focuses on several songs which are the products of localization in English version then localized again into Indonesian Version

Data are numerically analyzed, being chosen as aspects of observations of behaviors (Combs: 1964). Zins (2007) stated that data are the basic individual items of numeric or other information, garnered through observation .There are two types of data in this research. It is called primary data and secondary data.The primary data are the song lyrics that have been localized from English version namely *Little Angel* YouTube Channel into Indonesian version of *Little Angel Bahasa Indonesia* YouTube Channel. There are 10 songs which have been selected by the researcher to be analyzed in this research. The songs as follows in the table below.

Table 3.1 List of The songs

NO	ENGLISH VERSION	INDONESIAN VERSION
1.	Daddy, Mommy Yes Kids https://www.youtube.com/watch?v=1nI04-Mrpq4	*Ayah, Ibu, Ya Anak-Anak* https://www.youtube.com/watch?v=FZeSfRHQK1A
2.	Policeman Keeps Us Safe	*Kita Aman Dengan Pak Polisi*

		https://youtu.be/uM8dBgkqJGc	https://youtu.be/_mGvEpgsxuU
3.	Family Picture https://youtu.be/fMTteHwD2QQ		*Lihat Album Foto Keluarga Yuk* https://youtu.be/kHGS5Dkl6gs
4.	Yes Yes Baby Go to Sleep https://youtu.be/gatq1ose0mQ		*Selamat Tidur Ya Sayang* https://youtu.be/1abU7eDI4WM
5.	Dont be Afraid of the Dentist https://www.youtube.com/watch?v=MjBLKuf9Odc		*Kakak Jill Periksa ke Dokter Gigi* https://youtu.be/8CxvR-dQ91A
6.	Meet Our Baby Brother https://youtu.be/FmeRLKjidbY		*Bertemu Dengan Adik Baru* https://youtu.be/xyYp93fe_zc
7.	This is The Way I Help Mommy https://www.youtube.com/watch?v=-tFtZAh9sRs		*Ini Caranya Aku Membantu Ibu* https://www.youtube.com/watch?v=BO_8WY-iNlA
8.	Yes Yes Vegetables https://www.youtube.com/watch?v=wK0z6DdBWlg		*Kami Suka Sayuran* https://www.youtube.com/watch?v=4JLddEyNmgM&t=154s

9.	Finger Family Animal Song https://www.youtube.com/watch?v=p0OYSL34u9Q	*Keluarga Jari Hewan Kesayangan* https://www.youtube.com/watch?v=zaHy854UH44
10	This is the Way We Brush Our Teeth https://www.youtube.com/watch?v=XWZwfhgvxqY&t=45s	*Jangan Lupa Sikat Gigimu* https://www.youtube.com/watch?v=tg7HU8BOamw

The source of the data is taken from a music video on YouTube. The channel of English version from *LITTLE ANGEL* and in Indonesian version from *LITTLE ANGEL BAHASA INDONESIA* channel that is a branch of the English version. The secondary data are statements from experts that used to analyze this research. The researcher used Dinda Gorlee (2005) theory to analyze song lyric localization strategies, Kaindl's (2005) theory to analyze element equivalence.

C. Research Instrument

Instrument placed an important function in this research. Therefore the research needs to use an instrument that is appropriate in the process of collecting the data in this research. According to Moleong (2004), for a qualitative research characteristic, a research instrument used by the researcher or by helping the data analysis. Then he also states that in a qualitative research the researcher is a planner, collector, and

analyst of the data. The researcher also investigated the data from song lyrics in the English version into the Indonesian version of *Little Angel's* channel on YouTube. In this research the researcher also analyzed the data by using some supporting instruments or equipment like personal computer, laptop to do all the research methods and activities, a mobile phone and internet access to watch the channel of *Little Angel* on YouTube. Furthermore, all those data are collected and gathered then will be analyzed on table of datasheet to make easier and more efficient in analyzing data. There is an example the form of datasheet table as follow in below.

Table 2.2 Datasheet Table

Data Coding	Data	Localization Strategies	Element Equivalence
5/KADPP/IR/CVE	ST: Oh, can you see the police hat TT: Tahukah kau topi polisi	The strategy that used by the localizer is information reduction. The localizer used the strategy because the text "can you see" not fully localized then there is an	There is a changed in verbal text. Because the words *oh can you see* should be localized into *oh dapatkah kamu melihat* but in target

		omission from source language that not fully localized.	text localized into *tahukah kau.* There is an omnision from source language that not fully localized and the meaning is shifted.

Note of abbreviation:

Datum 5/KADPP/IR/CVE

5 : Number of the data

KADPP: Title of song (Kita Aman Dengan Pak Polisi)

IR : Localization Strategy (Information Reduction)

CVE : Element Equivalence (Changes in Verbal Text)

D. Technique of Data Collection

According to Sugiyono (2013:224), the technique of data collection is the strategic step in the research because the main purpose of the research is to get the data. The data of this research is song lyric localization in *Little Angel's* channel on YouTube. There are five kinds of data collection techniques. Those are observation, interview, questionnaire, documentation.

In order to do this research the researcher focused on the research object to collect the valid data. The techniques of collecting data used by the researcher in this research are observation (non-participative) and documentation. An observation that places the research as an observer is a non-participative observation. Those technique of collecting the data are explained in the down below:

1. Document Analysis

   Documentation method is a technique of data collection by gathering and analyzing the document, whether written documents, drawings and electronic. In this research, document analysis is used to collect the data from song lyrics in music video *Little Angel's* channel on YouTube then write the coding data of song lyric localization strategies.

   Meanwhile Rodgers & Cowless (1993), stated that analytic documentation is maintained to provide a record of the thought process of the researcher in sorting and categorizing data, and in conceptualizing patterns that emerged during analysis. Therefore, here are the ways of the researcher to do this research:

   a) Searching for channels that contain music videos that are provided in Indonesian and English Version on YouTube.

   b) Watching Indonesian and English versions of *Little Angel's* YouTube channel, then sorting the songs that conduct localization.

   c) Making decisions about the songs that will be analyzed.

d) Collecting the lyrics of the songs on both versions.

e) Then putting them on the table classification

f) Giving the coding to the data that have been collected including the name of songs, localization strategies implemented on that songs, and the element equivalence of localization

E.   The Trustworthiness of the data

Validation is an act of proof. According to Moleong (1991), triangulation is a validity check of data that utilizes other in out of data for checking a purpose or as compared with the data, the technique uses check in other sources. Moleong (2006:324) states there are four criteria to check the validity of the data, including credibility, transferability, dependability, and conformability. Denzin (1970), distinguished four forms of triangulation: Data triangulation, Investigator triangulation, Theoretical triangulation and Methodological triangulation. From four forms of triangulation above, the researcher used investigator triangulation to check the data. Investigator Triangulation, means that the validity of the research can be tested by some other researchers. From some researcher's point of view, in analyzing all the data, it is expected there will be the same interpretation that can increase the research validity.

The validator that can check the data has been classified to the expert. The criteria are the validator mastering English and Indonesian languages, the validator has experience in localization study, the validator has knowledge and interest in song lyric localization. In this

case, the researcher asks for help from the Lecturer to check if the data are correct.

F. Technique of Analyzing Data

According to Spradley (1980), the qualitative research of data analysis uses four stages of analysis, there are domain analysis, taxonomy analysis, componential analysis and cultural theme analysis.

1) Domain Analysis

   The domain analysis is to collect the data that will be analyzed. The researcher collected the data from song lyrics on Nursery Rhymes Localization on *Little Angel* and *Little Angel Bahasa Indonesia* YouTube Channel.

2) Taxonomy Analysis

   In taxonomy analysis, the researcher divided the data into several categories. According to Spradley (1980:112) taxonomy is a set of categories organized on the basis of a single semantic relationship. The taxonomy analysis of this research is categorized into song lyric localization strategies and element equivalence.

3) Componential Analysis

   The next step is making a component table to connect between the domain analysis and taxonomy analysis.

Table 3.3 Componential Table

The Songs	PARAPHRASHING				NEUTRALIZATION				SPESIFICATION				IRFORMATION REDUCTION				EXPLICATION			
	CVE	CVO	CM	CI	CVE	CVO	CM	CI	CVE	CVO	CM	CI	CVE	CVO	CM	CI	CVE	CVO	CM	CI
Σ																				

From the table above the research can conclude what the strategy and the element equivalence that is most dominant used by the localizers in localizing the songs. All those strategies and element equivalences namely:

a. Paraphrasing which consist of rephrasing, rewording, restyling and summarizing

b. Neutralization

c. Spesification

d. Information Reduction

e. Explication

Then, the addition information of element equivalences are:

a. Change Verbal (CVE)

b. Change Vocal (CVO)

c. Change Musical Structure (CM)

d. Change Instrument (CI)

4) Cultural Theme Analysis

According to Spradley (1980:141), cultural theme analysis is any principle that is recurrent in a number of domains, tacit or explicit, and serves as the relationship among subsystems of cultural meaning.

CHAPTER IV

RESEARCH FINDING AND DISCUSSION

A. Research Finding

In this chapter, the researcher presents the main discussion of the research. In this research, the researcher would like to explain the result of data analyses based on the two problem statements that have been discussed in the previous chapter, the first is what localization strategies do the localizer employs in localizing the nursery rhymes in *Little Angel Bahasa Indonesia* YouTube channel. The second is the element equivalences found in the song lyric localization of Nursery Rhymes Localization in *Little Angel Bahasa Indonesia* YouTube Channel. The researcher will give the result of each problem statement by finding the dominant strategies.

1. The Types ofLocalization strategies employed by the localizer in localizing the nursery rhymes in *Little Angel Bahasa Indonesia* YouTube Channel.

This research consist of ten songs taken from YouTube according to some criteria that have been determined by the researcher. Then, the strategies with the result data will explain as it follows:

Table 4.1 Song Lyrics Localization Strategies Table

NO	Song Lyrics Translation Strategies	Total Data
1.	Paraphrasing	97
	- Restyling	- 27

	- Rephrasing	- 12
	- Rewording	- 27
	- Summarizing	- 32
2.	Neutralization	6
3.	Specification	2
4.	Information Reduction	34
5.	Explication	2
	Total	141

a. **Paraphrasing**

In paraphrasing, there is a change of prosody in both form and content of melody and words of the original texts. A paraphrasing gives new variations of material equivalence that is called in semiotic localization theory as a metaversion. Metaversion is metatext or metaliterature. Based on Toury's (1986: 1113) words on general localization theory, intralingual translation is "the replaced and replacing entities being functions of two variants within one and the same natural language, whether free (e.g,, in a definition) or bound (i.e belonging in two complementary systems of that language, such as two registers, two historical layers, or two stylistic types)". It is exemplified by all kinds of paraphrases. There are 4 sub types of paraphrasing:

1) Restyling: deals with changes in the prosodic syntax with syllables are the most common features to spot.

Example 1

5/AAIA/P(restyling)/CVO

ST: Mommy, mommy. Yes yes kids? (7 syllables)

TT: *Ibu, ibu. Iya anak-anak?* (10 syllables)

The examples above show that there are changes in the prosodic syntax with syllables. This case is proved by the changing of syllable number when the lyrics are localized from ST into TT namely in ST have 7 syllables, while in TT have 10 syllables.

Example 2

10/AAIA/P(restyling)/CVO

ST: Mommy, daddy. Yes yes kids? (7 syllables)

TT: *Ibu, ayah. Iya anak-anak*? (10 syllables)

The examples above show that there are changes in the prosodic syntax with syllables. This case is proved by the changing of syllable number when the lyrics are localized from ST into TT namely in ST have 7 syllables, while in TT have 10 syllables.

2) Rephrasing: deals with changes in the syntax or line or sentence structuring.

Example 1

4/AAIA/P(reprashing)/CVE

ST: open your mouth

TT: *buka mulut*

The strategy example number one that used by the localizers in localizing those song lyrics above is paraphrasing, specifically rephrasing since there is a change in syntax or sentence structure in both of the lyrics. This case is proved by the lyrics "open your mouth" the lyric should be localized into *"buka mulut kamu"* but in TT just localized into *"buka mulut"*. Furthermore, there is a change in sentence structure because "open your mouth" is ordering to someone but *"buka mulut"* is not specific order. Therefore, the meaning is still related although the text from English version not fully localized.

Example 2

11/KJPKDG/P(reprashing)/CVE

ST: I love the dentist, I love the dentiest

TT: *ku suka dokter gigi, ku suka dokter gigi*

The strategy example number two that used by the localizers in localizing those song lyrics above is paraphrasing, specifically rephrasing since there is a change in syntax or sentence structure in both of the lyrics. These cases is proved, the lyric "I love the dentiest" should be localized into *"aku suka dokter gigi"* but in TT localized into *"ku suka dokter gigi"*. Those localization showed that there is a change in syntax especially in the words "aku" changed into "ku". The purpose of the localizers in using this strategy in order to make the song to be singable but the message also delivered well to the listeners.

3) Rewording: deals with changing words with similar meaning but having singable syllables.

Example 1

8/ICAMI/P(rewording)/CVE

ST: it's fun to do together

TT: *lakukan bersama*

    The example number one showed that the localizers used the paraphrasing strategy specifically rewording in localizing the song lyrics. The localizers shortening the lyrics by using the words that have similar meaning as in TT to make the song become singable. This is proved that in ST and TT on the example above.

Example 2

15/KSS/P(rewording)/CVE

ST: broccoli grows in a bunch

TT: *dia tumbuh berkelompok*

    The example number two showed that the localizers used the paraphrasing strategy specifically rewording in localizing the song lyrics. The localizers shorten the lyrics by using the words that have similar meaning as in TT to make the song become singable. Since the lyric "broccoli grows in bunch" should be localized into *"brokoli tumbuh bergerombol"* but replaced into *"dia tumbuh berkelompok"*.

4) Summarizing: deals with condensing or shortening words or ideas.

Example 1

22/KSS/P(summarizing)/CVE

ST: we love veggies all the time

TT: *kami suka sayuran*

The example number one showed that the localizers used paraphrasing strategy specifically summarizing in localizing the song lyrics since the lyrics in ST are shortened when they are localized into TT. The localizers do not localize the whole words but just make the lyrics to be effective by directly delivering the points or massage of the lyrics and do not make the lyrics as long as in ST.

Exaample 2

6/JLGG/P(summarizing)/CVE

ST: This is the way we brush our teeth early in the morning

TT: *Ini cara sikat gigi di pagi hari*

The example number two showed that the localizers used paraphrasing strategy specifically summarizing in localizing the song lyrics since the lyrics in ST are shortened when they are localized into TT. The localizers do not localize the whole words but just make the lyrics to be effective by directly delivering the points or massage of the lyrics and do not make the lyrics as long as in ST.

b. Specification

Specification strategy is adding more culture-specific reference or integrating the song into a specific fictional world.

<u>Example 1</u>

1/STYS/S/CVE

ST: baby john it's time to go in bed

TT: *john sayang saatnya tidur*

      The strategy number one that used by the localizers in localizing the song lyrics is Specification since in localizing the lyrics, the localizers did not localize the whole lyrics literally but localize the lyrics from general into more specific, in order to make the message of the song can be easily delivered to the listeners. the localizers did no localize the lyrics literally since it may be weird or ambiguous, for example the lyric "baby john it's time to go in bed", if it is localized literally it may become *"john sayang ini saatnya pergi ke tempat tidur"*, but in this case the localizers decide to localized the words "go in bed" into *"tidur"* in order to make it be specific.

<u>Example 2</u>

5/BDABB/S/CVE

ST: in the tub, in the tub

TT: *di bak mandi, di bak mandi*

      The strategy number two that used by the localizers in localizing the song lyrics is Specification since in localizing the lyrics, the localizers did not localize the whole lyrics literally but localize the lyrics from general into more specific, in order to make the message of the song can be easily delivered to the listeners. The

localizers did no localize the lyrics literally since it may be weird or ambiguous, Besides, the lyric "in the tub" on the example 2, the localizers localized it into *"di bak mandi"* instead of *"di bak air"*, since it still sounds general and adding more specific reference.

c. **Neutralization**

The lyricst-localizer may choose either to integrate the song actively into a specific fictional world or to neutralize it into a more general sphere of reference. The aim of neutralization is to detach any specific reference and generalize the lyrics meaning.

Example 1

3/KSS/N/CVE

ST: Corn is yummy eat it up

TT: *Jagung enak dimakan*

The example number one showed that the localizers used neutralization strategy in localizing the song lyrics. The localizers naturally localizing the lyrics from ST into TT by using some words that are natural especially to children, furthermore the result of the localization sound natural also. This case is proved by example 1 it shows that the lyric "corn is yummy eat it up" in ST is localized into "jagung enak dimakan" in TT, the localizer localized "eat it up" into "dimakan" to purpose is more natural in Bahasa Indonesia.

Example 2

8/KSS/N/CVE

ST: Tomatoes they are yummy treats

TT: *Tomat makanan yang enak*

The example number two showed that the localizers used neutralization strategy in localizing the song lyrics. The localizers naturally localizing the lyrics from ST into TT by using some words that are natural especially to children, furthermore the result of the localization sound natural also. This case is proved in example 2, where the lyric "Yummy treats" is localized into *"makanan yang enak"*, if the lyric just localized into literal meaning so it becomes *"suguhan yang enak"* but the localizer find the other way to localize the lyric because *"makanan yang enak"* is more natural and acceptable than *"suguhan yang enak"*.

d. Explication

The strategy often involves the explication of contextual assumptions which are implicit in the source text. Communicative clues are seen in the relation to the context, the cognitive environment available for the receptor when receiving the text (Gutt 2000:26-27). Theatrical song localization could be similarity defined as the production of a target text that resembles its source text in respects relevant to its presentation as a staged narrative to music.

Example 1

1/KJPKDG/E/CVE

ST: Do I have to, do I have to

TT: *Haruskah pergi, haruskah pergi*

The strategy example one that used by the localizers in localizing the song lyrics is Explication since the localizers localized the lyrics in ST from implicit into explicit in TT. In example 1, the lyrics "Do i have to, do i have to" is localized into *"Haruskah pergi, Haruskah pergi"* the result of the localization becomes explicit. The message in ST still implicit since it is not clear about what the thing that is supposed to do, then the localizer localized the lyric become explicit by adding the word *"Pergi".* The localization is related to the story of the song since the song tell about a girl who must go to dentist.

Example 2

10/BDABB/E/CVE

ST: veggies help you grow, veggies help you grow.

TT: *sayuran buatmu, tumbuh lebih besar.*

The strategy used by the localizers in localizing the song lyrics is Explication since the localizers localized the lyrics in ST from implicit into explicit in TT. In example 2, the localizers also localized the lyrics from implicit into explicit in TT. The lyrics "veggies help you grow, veggies help you grow" is localized into *"sayuran buatmu, tumbuh lebih besar"*, in this case the localizer attempt to make the message become explicit by telling that vegetables not only help but it really will make you grow up since vegetables contain many vitamin and nutritions that are important to the growth process.

e. **Information Reduction**

To preserve the singability of localization songs by losing the syntactical or structural music forms and semantic elements.

Example 1

1/LFAKY/IR/CVE

ST: pictures here and pictures there

TT: *disini dan disana*

The strategy example one that used by the localizers in localizing the song lyrics as on the example above is information reduction since the localizers do some reductions on the song lyrics when localized them from ST into TT. It can be seen in example 1, the lyric "pictures here and pictures there" is localized into *"disini dan disana"*, there is a changed between English and Indonesian version the text "pictures here and pictures there" is not fully localized and it makes the meaning shifted.

Example 2

10/KADPP/IR/CVE

ST: Oh, can you see the police car

TT: *Lihat kau mobil polisi*

The strategy used by the localizers in localizing the song lyrics as on the example above is information reduction since the localizers do some reductions on the song lyrics when localized them from ST into TT. Then, in example 2, the lyric "oh can you see the police car" in ST is localized into *"lihat kau mobil polisi"* in TT,

in this case the localizer also did not localize the whole words and it makes an omission and the meaning shifted.

2. The Impacts of Song Lyrics Localization Strategies on Element Equivalence

Equivalence is the most appropriate meaning of source language in the target language. Kaindl (2005) shows that the discussion of song localization includes four element equivalence: changes in verbal text, changes in the vocal presentation, changes in the instrument, changes in the musical structure. In this research, the researcher finds two element equivalences there are changes in the verbal text and changes in vocal presentation. These are explained in the table below.

Table 4.2 Element Equivalences Table

NO	Element of Equivalences	Total Data
1.	Changes in the Vocal Presentation	20
2.	Changes in the Instrument	-
3.	Changes in the Musical Structure	-
4.	Changes in the Verbal Text	119
	Total Data	139

a. Changes in the Verbal text

The changes in the verbal text occurs when the meaning of the lyric in target language is different from the original version.

Example 1

6/KADPP/IR/CVE

ST: the police hat, the police hat

TT: *polisi, polisi*

There is a change in verbal text. Because the lyric *the police hat* should be localized into *topi polisi* but in target text localized into *polisi.* There is an omission from source language that is not fully localized and the meaning is shifted.

Example 2

21/KSS/IR/CVE

ST: fun to try, fun to try

TT: *dicoba, dicoba*

There is a change in verbal text. Because the lyric *fun to try* should be localized into *seru untuk dicoba* but in target text just localized into *dicoba.* There is an omission which the word *fun* is gone from source language that is not fully localized and the meaning is shifted.

Example 3

4/LFAKY/IR/CVE

ST: you are so tiny baby john

TT: *kau masih sangat kecil*

There is a changed in verbal text. Because the text baby john is omitted. Meanwhile "baby john" is a character in this song but in target language "baby john" is gone since baby john is a character in the video. There is an omission from source language that not fully localized and the meaning is shifted.

b. Changes in Vocal Presentation

The change in the vocal presentation is the tempo, since the structure of the lyric itself and when sung the song in the original version is different with target version.

Example 1

1/AAIA/P (restyling)/CVO

ST: Daddy, daddy. Yes yes kids?

TT: Ayah, ayah. Iya anak-anak?

The example above, there is a change in vocal presentation. The word *Yes* should be sung twice but in target text the word *Yes* just sung only one. That case made a change in the structure of the song and the number of the syllables. The Indonesian version has a slower tempo than the English version because the English version repeat the word "yes" but in Indonesian version just sung once. If the Indonesian version sung the word "yes' twice, the syllables are longer and not appropriate with the original text.

Example 2

4/LFAKY/P(Rewording)

ST: happy smiling little one

TT: bayiku tersenyum senang

The example above showed that there is a changed in vocal presentation because the lyric had been shorted then it caused a little bit different in sung the song. Since if the lyric localized into literal the number of syllables is longer than ST and not singable.

B. Discussion

The discussion consists of the relationship between the dominant strategies and the changes in element equivalence. The researcher finds the answer of that problem statements by using theory from Gorlee (2005) entitled *"Song and significance: Virtues and Vices of Vocal Translation.*

The strategies that the localizer used are Paraphrasing (Restyling, Rephrasing, Rewording, and Summarizing), Neutralization, Specification, Information Reduction, and Explication. The strategy that the localizer used make a change in element equivalence. The researcher found changes in the verbal text and changes in the musical structure. In the down below is the componential analysis of 10 songs in this research:

Table 4.3 Componential Table

The Songs	PARAPHRASHING																NEUTRALIZATION				SPESIFICATION				IRFORMATION REDUCTION				EXPLICATION			
	RES				REW				REP				SUM																			
	CVE	CVO	CM	CI	CVE	CVO	CM	CI	CVE	CVO	CM	CI	CVE	CVO	CM	CI	CVE	CVO	CM	CI	CVE	CVO	CM	CI	CVE	CVO	CM	CI	CVE	CVO	CM	CI
1.AIYAA	3	7			2				1																							
2.KADPK	3				3																				10							
3.LAFKY	4				10			1		1			4												7							
4.STYS					1				1				5								1											
5.KJPKDG	2				2				3				4												3				1			
6.BDAB	1	1			2								1				3				1				3				1			
7.ICAMI	2								1				7																			
8.KSS					5				1	1			2				2								7							
9.KJHK									3				5	3																		
10. JLSG	2	2											1												4							
Total	18	10			25			1	10	2			29	3			5				2				34				2			

This research provides 139 data to be analyzed. The researcher found 95 data of paraphrasing which includes 27 data of restyling, 12 data of rephrasing, 25 data of rewording and 32 of summarizing in 10 songs. Then, the researcher also found an information reduction strategy which includes

34 data and the rest are 6 of neutralization, 2 of specification and 2 of explication. Therefore, from the findings it shows that the dominant strategy used by localizers in localizing 10 songs from *Little Angel Bahasa Indonesia YouTube's Channel* is paraphrasing.

The most strategy that is used by the localizer is paraphrasing *summarizing*. It can be concluded that the localizer tries to make the song singable but the meaning is still related. The use of this strategy is appropriate with the purpose of the children's song itself, which is to make the song easy to memorize and remember. Moreover, the songs are not losing the meaning of the song itself since basically nursery songs have simple tones, easy lyrics, so that it is possible with one song to make variations of several songs with the same tone but different lyrics. Then the second dominant strategy is information reduction, the localizer used the information reduction as a strategy to preserve the poetic structure to make the localization of the song lyric can be singable. Although the meaning of the localization performed by the localizers is inaccurate and inappropriate but the localizer still transfers the message by maintaining the prosody aspect than transferring the message by maintaining the narrative synchronicity to the music video. This phenomenon quoted in Goorle's book (2005) that similar with Martin Luther who lived in 1438-1546 as the leader of protestant reformation he stated that "text, note, accent, melody, and method of enunciation should be dictated by mother tounge and voice or else all is mere imitation" (Wibberley 1934: 111). Then quoted in (Gorlee 2005:26) Hymns are constantly paraphrased and translated into different

languages in order to serve worship in all parts of the world. It can be concluded although there are two part of different things but there is a correlation between church's song and nursery's song that new interpretation and localization is a common presence in psalmody and hymnology. Interpretation and localizationrefer to changes in the music, in the text, or in both music and text.

The strategy that the localizer used caused a problem namely in changes of element equivalence. The dominant changes in the element equivalence are the changes in the verbal text. The localizer omits some word or phrase that makes a change in the verbal text and it gives an impact on the synchronicity between English song and Indonesian song. The example is the lyric "We're gonna be the first through the gate" localized into Indonesian version to be "*Jadi pertama di garis akhir*". The strategy that the localizers used is summarizing in order to make the lyric simple and singable. The localizer omitted the phrase "we're gonna be the first through the gate" and replaced some words into *"kita punya mobil, kita kan balapan. Jadi pertama di garis akhir"*. The lyric was made more simple and efficient to make the same syllable in the source lyric and target lyric. If the lyric is localized into literal meaning it causes the target text to have a longer syllable than the original text and make the song unable to be sung properly. The localizer sacrifices the meaning of the song to preserve the poetic structure of the song especially in syllable counts to make the song easy to sing. This phenomenon is similar as in Goorle's book precisely stated by (Kaindl 2005: 248) on example in the film, the singer is a prostitute who

describes the Greek harbour of Pireus, with fisher boats, sun, and people. The singer is in love with this scenery, and the song is a kind of love song to the country. She sings about having children without mentioning a special man; instead she sings of "one love, "ten loves", thousand loves. In German, the story underwent several changes. Pireus and Greece are not the thematic focus of the song. The German song is about "the one and only", the man who will make her happy for the rest of her life. Whereas in French she is in love with the life she lives as a prostitute in the harbour of Pireus, she is now full of desire for one man, who has not yet arrived. Thus, the German text becomes much more moralistic than the original, which is a typical characteristic of German popular song texts of this period the film and its visual presentation of the character singing the main theme as well as the cultural background and image of the singer. It related with nursery rhyme too, because when localizer tries to localized the original song from English to Indonesian then the lyrics should be localized into Indonesian's theme as well as the cultural background though the meaning may sacrifice and lost.

Based on the data above, the localizers localize the lyrics to be singable in the Indonesian version. Several ways to recreate the lyric are by omitting words, paraphrasing, or expressing the message similarly. When the localizers localized the lyrics into Indonesian versions and choose to omit words, it makes a distortion of narrative synchronicity in the lyrics of the music video when compared to the original song. Furthermore, the localizer used a paraphrase strategy as the dominant strategy in localizing all the songs from English to the Indonesian language because a paraphrase

changes both form and content of the melody and words of the original texts. A paraphrase gives new variations of equivalence of material, and is called a "metaversion". A metaversion is defined as a secondary, derivative literary creation, the impetus for which has come from another literary work. It is preceded by metalinguistic (analytical) activity. Metacreation in localization is a synthesis of the localizer's absorption in the text-generating process" (Popovič ca. 1975: 12). A metaversion is a paraphrastic translation, which embodies a "confrontational-creative context" of the source text and, despite an "invariant core," offers to the new audience a "reproduction and modificational nature".

Therefore, the summarizing strategy gives an impact on element equivalence. Since the strategy is shortening and modifying the text from the source text into target text, whereas the localizer has shortened and modified the target text, then it changed the element of equivalence that is changed in verbal text. Because if the text is not fully localized into target text, some of the word from source text has omitted that caused the changes in a verbal text on element of equivalence.

CHAPTER V

CONCLUSIONS, IMPLICATIONS, AND SUGGESTIONS

A. Conclusions

After discussing and analyzing the research about *Nursery Rhymes Localization in Little Angel Bahasa Indonesia YouTube Channel.* The researcher will give several conclusions.

There are ten song lyrics localization strategies in micro level analysis based on Gorlee (2005). There are Paraphrasing (Restyling, Rephrasing, Rewording, and Summarizing), Neutralization, Specification, Information Reduction, and Explication. The researcher has found 95 data of Paraphrasing (27 data of restyling, 12 data of rephrasing, 25 data of rewording, and 32 data of summarizing), 6 data of Neutralization, 2 data of Specification, 34 data of Information Reduction, and 2 data of Explication. The dominant strategy of this research is paraphrasing. After analyzing the strategies, the researcher found the dominant changes in element equivalence is verbal text. The omitting words when the localizers localized into target language make a distortion of the narrative synchronicity and it can't convey the meaning of the song accurately to the listener. Based from the data above, it is proved that paraphrasing especially summarizing as the dominant strategy. There is an omitting word that the translator does to preserve the poetic structure to make singability. The strategy used to make the lyric has the equal syllable then no longer and has similar meaning with source language.

B. Implications

Nursery rhymes are made to convey the beginning of several educations to the children through the song lyrics. The song lyric has correlation related to the story in videos. To localize nursery rhymes, the localizer should consider many aspects, they should respect or maintain the meaning of the song and respect or maintain the prosody aspect. This research provides knowledge about localizing song lyrics on the theme song. On element equivalents the localizer needs to pay attention to the prosody of the song especially on verbal text, vocal presentation, instrument and musical structure. In order to preserve the verbal aspect, sometimes the localizer sacrifices the meaning by omitting many words to match the number of syllables in the original version. When localizers choose to maintain the meaning of the song and not preserve prosody aspect it would make the song can't be singable.

C. Suggestions

The researcher will give some suggestions related to this research.

a. Student of English Letters

This research is expected to be a reference for English Letters students especially in localization study. This research can be referenced for students who are interested about song localization especially on nursery rhyme song localization. Which analyzes localization strategies and element equivalence of song.

b. Other Researchers

The result of this study can be an additional reference for other researchers who want to develop this research in related topics about song lyric localization strategies and element equivalence.

c. For the Localizer

The researcher suggests to the localizer to localize the song lyric in target language as best they can, when localizing the nursery rhyme the localizer should be respect and maintaining the meaning of song and also respect to the prosody of song to provide good localization and good singability that is acceptable for the listener.

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APPENDICES

VALIDATION

This thesis data entitled **"NURSERY RHYMES LOCALIZATION IN *LITTLE ANGEL BAHASA INDONESIA* YOUTUBE CHANNEL"** have been checked and validated by Arkin Haris, M.Hum, in:

Day   : Saturday

Date   : August 13th 2022

Sukoharjo, August 13th 2022

Validator

Arkin Haris, M.Hum
198910222020121004

List of The Songs Table

NO	TITLE OF ORIGINAL SONGS	English Versions (Localization of the Original Songs)	Indonesian Versions (Localization of the English Versions)
1.	Johny Johny Yes Papa	Daddy, Mommy, Yes Kids https://www.youtube.com/watch?v=1nI04-Mrpq4	Ayah, Ibu, Ya Anak-Anak (AIYAA) https://www.youtube.com/watch?v=FZeSfRHQK1A
2.	This Is The Way	Policeman Keeps Us Safe https://youtu.be/uM8dBgkqJGc	Kita Aman Dengan Pak Polisi (KADPK) https://youtu.be/_mGvEpgsxuU
3.	Farmer in the Dell	Family Picture https://youtu.be/fMTteHwD2QQ	Lihat Album Foto Keluarga Yuk (LAFKY) https://youtu.be/kHGS5Dkl6gs
4.	Baba Black Sheep	Yes Yes Baby Go to Sleep https://youtu.be/gatq1ose0mQ	Selamat Tidur Ya Sayang (STYS) https://youtu.be/1abU7eDI4WM
5.	Are You Sleeping	Dont be Afraid of the Dentist https://www.youtube.com/watch?v=MjBLKuf9Odc	Kakak Jill Periksa ke Dokter Gigi (KJPKDG) https://youtu.be/8CxvR-dQ91A
6.	Are You Sleeping	Meet Our Baby Brother https://youtu.be/FmeRLKjidbY	Bertemu Dengan Adik Baru (BDAB) https://youtu.be/xyYp93fe_zc
7.	This is the Way	This is The Way I Help Mommy https://www.youtube.com/watch?v=-tFtZAh9sRs	Ini Caranya Aku Membantu Ibu (ICAMI) https://www.youtube.com/watch?v=BO_8WY-iNlA
8.	Mary Had A Little Lamb	Yes Yes Vegetables https://www.youtube.com/watch?v=wK0z6DdBWlg	Kami Suka Sayuran (KSS) https://www.youtube.com/watch?v=4JLddEyNmgM&t=154s
9.	Finger Family	Finger Family Animal Song https://www.youtube.com/watch?v=p0OYSL34u9Q	Keluarga Jari Hewan Kesayangan (KJHK) https://www.youtube.com/watch?v=zaHy854UH44
10.	This is the Way	This is the Way We Brush Our Teeth https://www.youtube.com/watch?v=XWZwfhgvxqY&t=45s	Jangan Lupa Sikat Gigimu (JLSG) https://www.youtube.com/watch?v=tg7HU8BOamw

APPENDIX 1
LOCALIZATION STRATEGIES AND ELEMENT EQUIVALENCE

1. English Version: Daddy, Mommy, Yes Kids
   Indonesian Version: Ayah, Ibu, Ya Anak-Anak

Data Coding	Data	Localization Strategy	True	False	Element Equivalence	True	False
1/AAIA/P(restyling)/CVO	ST: Daddy, daddy. Yes-yes kids? TT: Ayah, ayah. Iya anak-anak?	The strategy that used by the localizer is restyling. The localizer used restyling strategy because the syllables are not same from source and target text. The source text has 7 syllables and target text has 10 syllables	✓		There is a changed in vocal presentation. Because the text *Yes* should be sung twice but in target text the word *Yes* just sung only one. That is made a change of structure of the song and number of the syllables.	✓	
2/AAIA/P(restyling)/CVO	ST: Eating es cream? No, No. kids TT: Makan es krim? Tidak anak-anak	The strategy that used by the localizer is restyling. The localizer used restyling strategy because the syllables are not same the source text has 7 syllables and target text has 10 syllables.	✓		There is a changed in vocal presentation. Because the word *No* should be sung twice but in target text the word *No* just sung only one. That is made a change of structure of the song and number of the syllables.	✓	
3/AAIA/P(restyling)/CVO	ST: Are you sure. Yes-yes kids? TT: Ayah yakin? Iya anak-anak	The strategy that used by the localizer is restyling. The localizer used restyling strategy because the syllables are not same from source has 7 syllables and target text has 10 syllables.	✓		There is a changed in vocal presentation. Because the word *Yes* should be sung twice but in target text the word *Yes* just sung only one. That is made a change of structure of the song and number of the syllables.	✓	

				✓			✓	
4/AAIA/ P(repras hing)/CV E	ST: Open your mouth. TT: Buka mulut.	The strategy that used by the localizer is rephrasing. The localizer used rephrasing strategy because the target text changes in the syntax or line or sentence structuring. Since the word "your" is not localized.		✓		There is a changed in verbal text. Because the word *Open your Mouth* should be localized into *buka mulutmu* but in target text the word *open your mouth* localized into *buka mulut*. There is an omnision between target text and source text that made the meaning is shifted.		✓	
5/AAIA/ P(restyli ng)/CVO	ST: Mommy, mommy. Yes-yes kids? TT: Ibu, ibu. Iya anak-anak?	The strategy that used by the localizer is restyling. The localizer used restyling strategy because the syllables are not same from source has 7 syllables and target text has 10 syllables.		✓		There is a changed in vocal presentation. Because the word *Yes* should be sung twice but in target text the word *Yes* just sung only one. That is made a change of structure of the song and number of the syllables.		✓	
6/AAIA/ P(restyli ng)/CVO	ST: Eating donuts? No, No. kids TT: Makan donat? Tidak anak-anak	The strategy that used by the localizer is restyling. The localizer used restyling strategy because the syllables are not same from source has 7 syllables and target text has 10 syllables.		✓		There is a changed in vocal presentation. Because the word *No* should be sung twice but in target text the word *No* just sung only one. That is made a change of structure of the song and number of the syllables.		✓	
7/AAIA/ P(restyli ng)/CVO	ST: Eating pizza? No. darling TT: Makan pizza? Tidak sayang	The strategy that used by the localizer is restyling. The localizer used restyling strategy because the syllables are not same from source has 7 syllables and target text has 10 syllables.		✓		There is a changed in vocal presentation between source and target text. Because the word *no* is one syllable but in target text the word *tidak* is two syllables that made a different syllable and caused a little bit different in sung the song.		✓	
8/AAIA/ P(restyli ng)/CVE	ST: Mommy, daddy. Yes-yes kids? TT: Ibu, ayah. Iya anak-anak?	The strategy that used by the localizer is restyling. The localizer used restyling strategy because the syllables are not same from source has 7 syllables and target text has 10 syllables.		✓		There is a changed in verbal text. Because the word *Yes* should be sung twice but in target text the word *Yes* just sung only one. That is made a change of structure of the song and number of the syllables.		✓	

			✓			✓	
9/AAIA/ P(restyli ng)/CVO	ST: Eating cookies? No, No. kids TT: Makan kue? Tidak anak-anak	The strategy that used by the localizer is restyling. The localizer used restyling strategy because the syllables are not same from source has 7 syllables and target text has 10 syllables.	✓		There is a changed in vocal presentation. Because the word *No* should be sung twice but in target text the word *No* just sung only one. That is made a change of structure of the song and number of the syllables.	✓	
10/AAIA /P(restyli ng)/CVE	ST: Everybody. Yes baby? TT: Kalian semua. Iya sayang?	The strategy that used by the localizer is restyling. The localizer used restyling strategy because the syllables are not same from source has 7 syllables and target text has 9 syllables.	✓		There is a changed in verbal text. Because the word *Baby* should be localized into *Bayi* but in target text the word *Baby* localized into *Sayang*. That is made a change of structure of the song and number of the syllables.	✓	
11/AAIA /P(rewor ding)/CV E	ST: Eating pie? No, baby TT: Makan pai? Tidak sayang	The strategy that used by the localizer is rewording. The localizer used rewording strategy because changing words with similar meaning but having singable syllables.	✓		There is a changed in verbal text. Because the text *no baby* should be localized into *tidak bayi* but it localized *tidak sayang*. but it replaced into *tidak sayang* which is the compatible meaning than *bayi*.	✓	

APPENDIX 2
LOCALIZATION STRATEGIES AND ELEMENT EQUIVALENCE

2. English Version: Policeman Keeps Us Safe
Indonesian Version: Kita Aman Dengan pak Polisi

1/KADP P/P(rewo rding)/C VE	ST: Oh, do you know the policeman. TT: Tahukah kau sang polisi.	The strategy that used by the localizer is rewording. The localizer used rewording strategy because changing words with similar meaning but having singable syllables.	✓		There is a changed in verbal text. Because the word *Do you know* should be localized into *tahukah kamu* but in target text the word *Do you know* localized into *tahukah kau*. The purpose is to make the both lyrics are same in the syllable but the meaning still delivered.	✓	

			✓			✓	
2/KADP P/IR/CV E	ST: That keeps everyone safe? TT: yang membuat aman	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not fully localized. Since the word "everyone" is not localized.	✓		There is a changed in verbal text. Because the words *that keeps everyone safe* should be localized into *yang membuat setiap orang aman* but in target text localized into *yang membuat aman*. There is an omnision between target text and source text but the meaning is still related.	✓	
3/KADP P/P(rewo rding)/C VE	ST: Oh, yes, I am the policeman. TT: Akulah sang polisi.	The strategy that used by the localizer is rewording. The localizer used rewording strategy because changing words with similar meaning but having singable syllables. Since the words "oh yes I am" localized into "akulah"	✓		There is a changed in verbal text. Because the text *oh yes I am* should be localized into *oh ya aku* but in target text just localized *akulah* There is an omnision between target text and source text but the meaning is still related.	✓	
4/KADP P/P(rewo rding)/C VE	ST: And I keep everyone safe. TT: yang menjaga keamanan	The strategy that used by the localizer is rewording. The localizer used rewording strategy because changing words with similar meaning but having singable syllables. Since the source text is not fully localized but changed into same meaning.	✓		There is a changed in verbal text. Because the words *that keeps everyone safe* should be localized into *yang membuat setiap orang aman* but in target text localized into *yang membuat aman*. There is an omnision between target text and source text but the meaning is shifted.	✓	
5/KADP P/IR/CV E	ST: Oh, can you see the police hat TT: Tahukah kau topi polisi	The strategy that used by the localizer is information reduction. The localizer used the strategy because the text "can you see" not fully localized then there is an omission from source language that not fully localized.	✓		There is a changed in verbal text. Because the words *oh can you see* should be localized into *oh dapatkah kamu melihat* but in target text localized into *tahukah kau*. There is an omnision from source language that not fully localized and the meaning is shifted.	✓	
6/KADP P/P(resty ling),IR/ CVE	ST: The police hat, the police hat TT: polisi, polisi	The strategy that used by the localizer is restyling and information reduction. The localizer used restyling strategy because the syllables are not same from source has 7 syllables and target text has 8	✓		There is changed in verbal text because the text *the police hat* should be localized into "topi polisi" but in target text just localized into *polisi* that not fully localized and the meaning is shifted.	✓	

				✓			✓	
		syllables. Then the localizer used information reduction strategy since the text "the police hat" just localized into "polisi" there is an omnision because the text is not fully localized.						
7/KADPP/IR/CVE	ST: The hat that policemen wear? TT:yang dipakai polisi	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not fully localized. Since "the hat" is not localized.	✓		There is a changed in verbal text. Because the lyric *the hat that police man wear* should be localized into *topi yang dipakai oleh polisi* but in target text localized into *yang dipakai polisi* There is an omnision from source language that not fully localized and the meaning is shifted.	✓	
8/KADPP/P(restyling)/CVE	ST: Oh, yes, it is my police hat TT: Oh ya ini topi polisi	The strategy that used by the localizer is restyling. The localizer used restyling strategy because the syllables are not same from source has 8 syllables and target text has 9 syllables.	✓		There is a changed in verbal text. Because the lyric *my police hat* should be localized into *topi polisi milikku* but in target text just localized *topi polisi.* There is an omnision between target text and source text but the meaning is still related.	✓	
9/KADPP/IR/CVE	ST: Oh, can you see the police car TT: Lihat kau mobil polisi	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not fully localized. Since the source text is not fully localized. Since the word "oh can you see" is replaced.	✓		There is a changed in verbal text. Because the words *oh can you see* should be localized into *oh dapatkah kamu melihat* but in target text just localized *lihat kau* There is an omnision from source language that not fully localized and the meaning is shifted.	✓	
10/KADPP/IR/CVE	ST: The police car, the police car TT: polisi, polisi	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not	✓		There is a changed in verbal text. Because the words *the police car* should be localized into *mobil polisi* but in target text just localized *polisi* There is an omnision from source language that not fully localized and the meaning is shifted.	✓	

		fully localized. Since the source text is not fully localized			
11/KAD PP/IR/C VE	ST: The car policemen drive? TT: yang dipakai polisi	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not fully localized. Since "the car" is not localized.	✓	There is a changed in verbal text. Because the words *the car* policemaen driver localized into *mobil yang dipakai polisi* but in target text just localized *yang dipakai polisi* There is an omnision from source language that not fully localized and the meaning is shifted.	✓
12/KAD PP/P(rest yling)/C VE	ST: Yes, it is my police car TT: Oh ya ini mobil polisi	The strategy that used by the localizer is restyling. The localizer used restyling strategy because the syllables are not same from source has 7 syllables and target text has 9 syllables.	✓	There is a changed in verbal text. Because the word *yes it is* replaced into *oh ya ini* There is an omnision from source language that not fully localized but the meaning still related.	✓
13/KAD PP/IR/C VE	ST: Oh, can you see the police radio, TT: Lihatkah kau radio polisi	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not fully localized.	✓	There is a changed in verbal text. Because the words *oh can you see* should be localized into *oh dapatlah kamu melihat* but in target text just localized *lihatlah kau* There is an omnision from source language that not fully localized but the meaning is still related.	✓
14/KAD P/IR/CV E	ST: Police radio, police radio TT: polisi, polisi	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not fully localized. Since the source text is not fully localized. Since "the radio" is not localized.	✓	There is a changed in verbal text. Because the words *police radio* should be localized into *radio polisi* but in target text just localized *polisi.* There is an omnision from source language that not fully localized and the meaning is shifted.	✓
15/KAD PP/IR/C VE	ST: Yes that is my police radio	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an	✓	There is a changed in verbal text. Because the text "my" is omitted. There is an omnision from source	✓

	TT: Oh ya ini radio polisi	omission from source language that not fully localized. Since the word "my" is omitted.			text that not fully localized but replaced into same meaning word in order to make same in syllable.		

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APPENDIX 3

LOCALIZATION STRATEGIES AND ELEMENT EQUIVALENCE
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3. English Version: Family Picture
   Indonesian Version: Lihat Foto Album Keluarga Yuk

1/LFAKY/IR/CVE	ST: Pictures here and pictures there. TT: Disini dan disana.	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not fully localized. Since the word "pictures" is not localized.	✓		There is a changed in verbal text. Because the word *pictures here and pictures there* should be localized into *gambar disini dan gambar disana* but in target text just localized *disini dan disana* There is an omnision from source language that not fully localized and the meaning is shifted.	✓	
2/LFAKY/P(summarizing)/CVE	ST: wonderful pictures so much fun. TT: Foto yang sangat bagus.	The strategy that used by the localizer is summarizing. The localizer used summarizing strategy. because the target text has shortening words or ideas.	✓		There is a changed in verbal text. Because the words *wonderful pictures much fun see* should be localized into *banyak foto yang sangat bagus* but in target text just localized *foto yang sangat bagus* The text has been shortening from source language that not fully localized but the meaning is still related.	✓	
3/LFAKY/P(rewording)/CVE	ST: So much fun, so much fun TT: Senangnya, senangnya	The strategy that used by the localizer is rewording. The localizer used rewording strategy because changing words with similar meaning but having singable syllables. Since the text "so much fun" localized into "senangnya" in oreder to having same syllables.	✓		There is a changed in verbal text. Because the words *so much fun* should be localized into *sangat senang* but in target text just localized *senangnya* The text has been shortening from source language that not fully localized but the meaning is still related.	✓	
4/LFAKY/P(rew	ST: Happy smiling little one.	The strategy that used by the localizer is rewording. The localizer used	✓		There is a changed in verbal text. Because the words *happy smilling* should be localized into *tersenyum*	✓	

ording)/ CVE/CV O	TT: bayiku tersenyum senang.	rewording strategy because changing words with similar meaning but having singable syllables.			*bahagia* but in target text replaced *bayiku tersenyum* There is an omnision from source language that not fully localized and there is changed vocal from *my cuttie little john* into *john bayi lucuku*. Because the baby boy should be localized into *bayi laki-lakiku* but in target text just localized *bayiku* There is an omnision from source language that not fully localized and the text had been shorted then it caused a little bit different in sung the song.	
5/LFAK Y/P(repr ashing) CVE	ST: My cuttie baby john TT: John bayi lucuku	The strategy that used by the localizer is paraphrashing. The localizer used paraphrashing strategy because the target text changes in the syntac or line or sentence structuring.	✓		There is a changed in verbal text. Because the lyric *my cuttie baby john* should be localized into *manisku bayi john* but in target text replaced *john bayi lucuku* There is changed in verbal text since the source text is not fully localized, but just localized into similar word.	✓
6/LFAK Y/IR/CV E	ST: you are so tiny baby john. TT: kau masih sangat kecil.	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not fully localized. Since the text "baby john" is not localized, then baby john refers to a character in the music video.	✓		There is a changed in verbal text. Because the text *baby john* is omitted There is an omnision from source language that not fully localized and the meaning is shifted	✓
7/LFAK Y/IR/CV E	ST: when you were a baby girl. TT: saat kau masih bayi.	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not fully localized.	✓		There is a changed in verbal text. Because the *baby girl* should be localized into *bayi perempuanku* but in target text just localized *bayi*. There is an omnision from source language that not fully localized and the meaning is shifted.	✓
8/LFAK Y/P(rew	ST: Baby girl, baby girl TT: Cantikku, cantikku	The strategy that used by the localizer is rewording. The localizer used rewording strategy because changing	✓		There is a changed in verbal text. Because the *baby girl* should be localized into *bayi perempuanku* but in target text just localized *cantikku* There is an	✓

ording)/ CVE		words with similar meaning but having singable syllables. Since the word "baby girl" replaced into "cantikku".			omnision from source language that not fully localized and the meaning is shifted.		
9/LFAKY/P(restyling)/CVE	ST: mommy took care of you baby girl. TT: ibu selalu menjagamu	The strategy that used by the localizer is restyling. The localizer used restyling strategy because the syllables are not same from source has 9 syllables and target text has 8 syllables.	✓		There is a changed in verbal text. Because the lyrics just mention the main of the meaning from source language not all of the lyrics is fully localized but the meaning is still related. Since the worf *baby girl* is omitted.	✓	
10/LFAKY/IR/CVE	ST: when you were a baby boy. TT: saat kau masih bayi.	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not fully localized. Since the word "boy" is omitted.	✓		There is a changed in verbal text. Because the text *baby boy* should be localized into *bayi laki-lakiku* but in target text just localized *bayi* There is an omnision from source language that not fully localized and the meaning is shifted.	✓	
11/LFAKY/P(rewording) CVE	ST: Baby boy, baby boy TT: Sayang ku, sayang ku	The strategy that used by the localizer is rewording. The localizer used rewording strategy because changing words with similar meaning but having singable syllables. Since the text "baby boy" localized into "sayangku in order to having same syllables.	✓		There is a changed in verbal text. Because the text *baby boy* should be localized into *bayi laki-lakiku* but in target text just localized *sayangku* There is a replaced a text from source language into target text but the meaning still related and has the similar syllables.	✓	
12/LFAKY/P(summarizing)CVE	ST: you learned to bath oh boy. TT: kau pun belajar mandi	The strategy that used by the localizer is summarizing. The localizer used summarizing strategy. because the target text has shortening words or ideas.	✓		There is a changed in verbal text. Because the text *you learned to bath oh boy* should be localized into *kamu pun belajar untuk mandi anakku* but in target text just localized *kau pun belajar mandi* There is an omnision from source language that not fully localized but the meaning still related and has the similar syllables.	✓	

			✓			✓	
13/LFA KY/P(res tyling)/C VO	ST: when daddy just a baby. TT: saat ayah masih bayi.	The strategy that used by the localizer is restyling. The localizer used restyling strategy because the syllables are not same from source has 7 syllables and target text has 8 syllables.	✓		There is a changed in vocal presentation. Because in Indonesian version has a slower tempo from English version caused a little bit different in sung the song.	✓	
14/LFA KY/P(res tyling)/C VE	ST: Baby, baby TT: Masih bayi, masih bayi	The strategy that used by the localizer is restyling. The localizer used restyling strategy because the syllables are not same from source has 4 syllables and target text has 8 syllables.	✓		There is a changed in verbal text. Because the text *baby* should be localized into *bayi* but in target text there is adding more word into *masih bayi* There is a different meaning from source language and target language. Then the meaning is shifted.	✓	
15/LFA KY/IR/C VE	ST: he learned to love his broccoli. TT: ayah makan brokoli.	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not fully localized.	✓		There is a changed in verbal text. Because the text *he learned to love his broccoli* should be localized into *dia belajar untuk mencintai brokoli* but in target text just localized *ayah makan brokoli*. There is an omnision from source language that not fully localized and the meaning is shifted.	✓	
16/LFA KY/P(su mmarizi ng)/CVE	ST: many pictures of baby daddy. TT: foto waktu ayah bayi.	The strategy that used by the localizer is summarizing. The localizer used summarizing strategy. because the target text has shortening words or ideas.	✓		There is a changed in verbal text. Because the text *many pictures of baby daddy* should be localized into *banyak foto ayah masih saat bayi* but in target text just localized *foto ayah masih bayi* There is an omnision from source language that not fully localized but the meaning is still related.	✓	
17/LFA KY/P(re wording) /CVE	ST: Baby daddy, baby daddy TT: Waktu bayi, waktu bayi	The strategy that used by the localizer is rewording. The localizer used rewording strategy because changing words with similar meaning but having singable syllables. Since the text "baby daddy" replaced into "waktu bayi" in order to having same syllables.	✓		There is a changed in verbal text. Because the text *baby daddy* should be localized into *bayi ayah* but in target text localized into *waktu bayi* There is an inappropriate meaning from source language and target language. Then the meaning is shifted.	✓	

			✓			✓	
18/LFA KY/P(res tyling)C VE	ST: she loved to play with bunny. TT: ibu suka main kelinci.	The strategy that used by the localizer is restyling. The localizer used restyiling strategy because the target text has 9 syllables but in source text just 6 syllables.	✓		There is a changed in verbal text. Because the text *she loved to play with bunny* should be localized into *dia suka bermain dengan kelinci* but in target text just localized *ibu suka main kelinci* There is an omnision from source language that not fully localized but the meaning is still related	✓	
19/LFA KY/P(su mmarizi ng)CVE	ST: many pictures of baby mommy TT: foto waktu ibu bayi.	The strategy that used by the localizer is summarizing. The localizer used summarizing strategy. because the target text has shortening words or ideas.	✓		There is a changed in verbal text. Because the text *many pictures of babby mommy* should be localized into *banyak foto saat ibu bayi* but in target text just localized *foto waktu ibu bayi* There is an omnision from source language that not fully localized but the meaning is still related.	✓	
20/LFA KY/P(re wording) CVE	ST: Baby mommy, baby mommy TT: Waktu bayi, waktu bayi	The strategy that used by the localizer is rewording. The localizer used rewording strategy because changing words with similar meaning but having singable syllables. Since the text "baby" replaced into "waktu".	✓		There is a changed in verbal text. Because the text *many pictures of babby mommy* should be localized into *bayi ibu* but in target text just localized *waktu bayi* There is an omnision from source language that not fully localized but the meaning is shifted.	✓	
21/LFA KY/IR/C VE	ST: i was a baby mommy. TT: kau masih sangat kecil.	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not fully localized. Since the subject "I" changed into "kau"	✓		There is a changed in verbal text. Because the text *I was a babby mommy* should be localized into *aku adalah bayi kecil ibu* but in target text localized *kau masih sangat kecil* There is an omnision from source language that not fully localized and the meaning is shifted.	✓	
22/LFA KY/P(re wording) CVE	ST: when bingo was a tiny pup. TT: saat bingo masih bayi.	The strategy that used by the localizer is rewording. The localizer used rewording strategy because changing words with similar meaning but having singable syllables.	✓		There is a changed in verbal text. Because the text *a tiny pup* should be localized into *anjing kecil* but in target text localized *masih bayi* There is an omnision from source language that not fully localized but the meaning is still related and has similar syllables.	✓	

			✓			✓	
23/LFA KY/P(re wording) CVE	ST: Tiny pup, tiny pup TT: Masih bayi, masih bayi.	The strategy that used by the localizer is rewording. The localizer used rewording strategy because changing words with similar meaning but having singable syllables. Since the word "tiny pup" localized into "masih bayi"	✓		There is a changed in verbal text. Because the text *tiny pup* should be localized into *anjing kecil* but in target text localized intoi *masih bayi* There is an omnision from source language that not fully localized but the meaning is shifted but having a same syllables.	✓	
24/LFA KY/IR/ CVE	ST: he loved his food and ate it up. TT: bingo suka makananya	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not fully localized. Since the word "ate it up" is omitted.	✓		There is a changed in verbal text. Because the text *he loved his food and ate it up* should be localized into *dia suka makanannya dan memakannya* but in target text localized *bingo suka makananya.* the target text just localized the main idea of the lyric and the meaning is shifted.	✓	
25/LFA KY/P(re wording) CVE	ST: Bingo pup, bingo pup TT: Bayi bingo, bayi bingo	The strategy that used by the localizer is rewording. The localizer used rewording strategy because changing words with similar meaning but having singable syllables. Since the word "bingo pup" localized into "bayi bingo"	✓		There is a changed in verbal text. Because the text *bingo pup* should be localized into *anjing kecil bingo* but in target text localized *bayi bingo.* the target text replaced into same meaning and the meaning still related.	✓	
26/LFA KY/P(re wording) CVE	ST: you were so tiny bingo pup. TT: kau masih sangat kecil.	The strategy that used by the localizer is rewording. The localizer used rewording strategy because changing words with similar meaning but having singable syllables. Since the text "bingo pup" replaced into "masih sangat kecil".	✓		There is a changed in verbal text. Because the text *you were so tiny bingo pup* should be localized into *kamu dahulu masih sangat kecil anjing bingo* but in target text localized *kau masih sangat kecil.* There is an omnision the text is not fully localized but the meaning still related.	✓	

APPENDIX 4
LOCALIZATION STRATEGIES AND ELEMENT EQUIVALENCE

4. English Version: Yes Yes Baby Go to Sleep
   Indonesian Version: Selamat Tidur Ya Sayang

1/STYS/ S/CVE	ST: Baby john it's time to go in bed. TT: John sayang saatnya tidur.	The strategy that used by the localizer is spesification. The localizer used spesification strategy because the target text adding a more reference into a specific fictional word. Since the word "bed" changed into "tidur".	✓		There is a changed in verbal text. Because the text *baby john it's time to go in bed* should be localized into *john sayang saatnya pergi ke tempat tidur* but in target text localized *john sayang saatnya tidur.* There is an omnision the text is not fully localized but the meaning still related.	✓	
2/STYS/ P(rewordin)/CVE	ST: Close your eyes and rest your head TT: Tutup mata dan istirahat	The strategy that used by the localizer is rewording. The localizer used rewording strategy because changing words with similar meaning but having singable syllables. Since the text "rest your head" changed into "istirahat".	✓		There is a changed in verbal text. Because the text *close your eyes and rest your head* should be localized into *tutup matamu dan sandarkan kepalamu* but in target text localized *tutup mata dan istirahat.* There is an omnision the text is not fully localized but the meaning still related	✓	
3/STYS/ P(reprashing/CVE	ST: not yet, not yet there is time to play TT: tidak masih ada waktu tuk main.	The strategy that used by the localizer is reprashing. The localizer used reprashing strategy because the target text changes in the syntac or line or sentence structuring and changing words with similar meaning but having singable syllables.	✓		There is a changed in verbal text. Because the text *not yet, not yet there is time to play* should be localized into *tidak sekarang masih ada waktu untuk bermain* but in target text localized *tidak masih ada waktu tuk main.* There is an omnision the text is not fully localized and some word replaced but the meaning still related and has the similar syllables.	✓	
4/STYS/ P(summarizing)/CVE	ST: Up up i want play all day TT: Ku mau main sepanjang hari	The strategy that used by the localizer is summarizing. The localizer used summarizing strategy. because the target text has shortening words or ideas.	✓		There is a changed in verbal text. Because the text *up up* is not localized. There is an omnision from source text but the meaning still related.	✓	

				✓			✓	
5/STYS/P(summarizing)/CVE	ST. Watch me and my friends i've got my crew with me TT: Lihatlah teman dan kruku	The strategy that used by the localizer is summarizing. The localizer used summarizing strategy. because the target text has shortening words or ideas.	✓		There is a changed in verbal text. Because the text *I've got my crew with me* should be localized into *aku mempunyai kru bersamaku* but just localized *kruku* There is an omnision the text is not fully localized but the meaning still related	✓	
6/STYS/P(summarizing)/CVE	ST: we drive it in the race. TT: kita kan balapan.	The strategy that used by the localizer is summarizing. The localizer used summarizing strategy. because the target text has shortening words or ideas. Since the word "drive it" is omitted.	✓		There is a changed in verbal text. Because the text *we drive it in the race* should be localized into *kita akan mengendarainya dalam balapan* but just localized *kita kan balapan* There is an omnision the text is not fully localized but the meaning still related.	✓	
7/STYS/P(summarizing)/CVE	ST: We're gonna bethe first through the gate TT: Jadi pertama di garis akhir	The strategy that used by the localizer is summarizing. The localizer used summarizing strategy. because the target text has shortening words or ideas and the text not fully localized.	✓		There is a changed in verbal text. Because the text *We're gonna bet he first through the gate* should be localized into *kita akan menjadi yang pertama mengalahkan dia di garis akhir* but replaced into *jadi pertama di garis akhir* There is an omnision the text is not fully localized but the meaning still related.	✓	
8/STYS/P(summarizing)/CVE	ST: we are sharks we swim under the sea. TT: kita hiu berenang di laut.	The strategy that used by the localizer is summarizing. The localizer used summarizing strategy. because the target text has shortening words or ideas.	✓		There is a changed in verbal text. Because the text *we are sharks we swim under the sea*hould be localized into *kita adalah hiu yang berenang di bawah laut* but just localized *kita hiu berenang di laut* There is an omnision the text is not fully localized but the meaning still related.	✓	

APPENDIX 5
LOCALIZATION STRATEGIES AND ELEMENT EQUIVALENCE
5. English Version: Don't be Afraid of The Dentiest
   Indonesian Version: Kakak Jill Periksa Ke Dokter Gigi

1/KJPK DG/E/C VE	ST: Do i have to, do i have to. TT: Haruskah pergi, haruskah pergi.	The strategy that used by the localizer is explication. The localizer used explication strategy. because the target text involves the explication of contextual assumptions which are implicit in the source text.	✓		There is a changed in verbal text. Because the text *do I have to* should be localized into *apa yang harus aku lakukan* but just localized *haruskah pergi* There is an omnision the text is not fully localized because the aim of target text is make explication of contextual assumptions which are implicit in the source text.	✓	
2/KJPK DG/IR/C VE	ST: Please tell me, please tell me TT: Beri tahu, beri tahu	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not fully localized.	✓		There is a changed in verbal text. Because the text *please tell me* should be localized into *tolong beri tahu aku* but just localized *beri tahu.* The target text just shortening and replaced into word that has same meaning to aim the same syllables from source and target text.	✓	
3/KJPK DG/P(su mmarizi ng/CVE	ST: the dentiest is so scary, very very scary. TT: dokter gigi seram, sangat sangat seram.	The strategy that used by the localizer is summarizing The localizer used summarizing strategy. because the target text has shortening words or ideas.	✓		There is a changed in verbal text. Because the text *so scary* should be localized into *sangat seram* but just localized *seram.* The target text just shortening the lyric to aim the same syllables from source and target text.	✓	
4/KJPK DG/P(res tyling)/C VE	ST: I won't go, i won't go TT: Tak mau pergi, tak mau pergi	The strategy that used by the localizer is restyling because the source text has 6 syllables but in the target text has 9 syllables	✓		There is a changed in verbal text because the text *I won't go* should be localized into *aku tidak mau pergi* but just localized into *tak mau pergi.* There is an omnision between target and source text but the meaning still related.	✓	
5/KJPK DG/P(su mmarizi ng)/CVE	ST: Don't you worry, don't you worry. TT: jangan cemas, jangan cemas.	The strategy that used by the localizer is summarizing. The localizer used summarizing strategy. because the target text has shortening words or ideas.	✓		There is a changed in verbal text. Because the text *don't you worry* should be localized into *janganlah kamu cemas* but just localized *jangan cemas* The target text just shortening and replaced into word that has same meaning to aim the same syllables from source and target text.	✓	

				✓			✓	
6/KJPK DG/P(res tyling)/C VE	ST: It won't hurt, it won't hurt TT: Tak kan sakit, tak kan sakit	The strategy that used by the localizer is restyling because the source text has 6 syllables but in the target text has 8 syllables	✓			There is a changed in verbal text. Because the text *It won't hurt* should be localized into *tidak akan sakit* but just localized *takkan sakit* The target text just shortening and replaced into word that has same meaning to aim the same syllables from source and target text.	✓	
7/KJPK DG/P(su mmarizi ng)/CVE	ST: the dentiest will be friendly, kind and very caring. TT: dokter gigi ramah, baik dan perhatian.	The strategy that used by the localizer is summarizing. The localizer used summarizing strategy. because the target text has shortening words or ideas. Since the text "will be and very" is not localized.	✓			There is a changed in verbal text. Because the target text just localized into main idea of the lyric from source text and the purpose is to make it simple and not too long.	✓	
8/KJPK DG/P(re wording) /CVE	ST: It'll be fine, it'll be fine TT: Takkan apa, takkan apa	The strategy that used by the localizer is rewording. The localizer used rewording strategy because changing words with similar meaning but having singable syllables. Since the word "it'll be fine" replaced into "takkan apa".	✓			There is a changed in verbal text. Because the text *it'll be fine* should be localized into *akan baik-baik saja* but just localized *takkan apa*. The target text just shortening and replaced into word that has same meaning to aim the same syllables from source and target text.	✓	
9/KJPK DG/IR/C VE	ST: he will clean them, he will clean them. TT: dia kan bersihkan, dia kan bersihkan.	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not fully localized. Since the word "them" is not localized.	✓			There is a changed in verbal text. Because the lyric "he will clean them" refers to "dokter gigi akan membersihkan gigiku" but localized into "dia kan bersihkan" and made the meaning is shifted.		✓
10/KJPK DG/IR/C VE	ST: And make them shine, make them shine TT: Buat berkilau, buat berkilau	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not fully localized. Since the the text "make them" is not fully localized, it	✓			There is a changed in verbal text. Because the text *make them shine* should be localized into *buat gigi berkilau* but in target text localized *buat berkilau* There is an omnision the text is not fully localized and the meaning is shifted.	✓	

			✓			✓	
		makes the meaning is shifted since the text "make them" refers to "the teeth" in the music video.					
11/KJPK DG/P(re prashing) /CVE	ST: you don't need to worry; you don't need to worry TT: kau tak perlu cemas, kau tak perlu cemas	The strategy that used by the localizer is reprashing. The localizer used reprashing strategy because the target text changes in the syntac or line or sentence structuring.	✓		There is a changed in verbal text. Because the text *you don't need* should be localized into *kamu tidak perlui* but just localized *kau tak perlu.*The target text just shortening and replaced into word that has same meaning to aim the same syllables from source and target text.	✓	
11/KJPK DG/P(re prashing) /CVE	ST: I'll be here, i'll be here TT:.Ku disini, ku disini	The strategy that used by the localizer is reprashing. The localizer used reprashing strategy because the target text changes in the syntac or line or sentence structuring.	✓		There is a changed in verbal text. Because the text *I'll be here* should be localized into *aku akan disini* but just localized *ku disini* The target text just shortening and replaced into word that has same meaning to aim the same syllables from source and target text.	✓	
12/KJPK DG/P(re prashing) /CVE	ST: i love the dentiest, i love the dentiest. TT: ku suka dokter gigi, ku suka dokter gigi.	The strategy that used by the localizer is paraphrashing. The localizer used paraphrashing strategy because the target text changes in the syntac or line or sentence structuring. Since the word "I" should be localized into "aku" but just localized into "ku"	✓		There is a chang ed in verbal text. Because the text *I love the dentiest* should be localized into *aku suka dokter gigi* but just localized *ku suka dokter gigi sakit* The target text just shortening and replaced into word that has same meaning to aim the same syllables from source and target text.	✓	
13/KJPK DG/P(su mmarizi ng)/CVE	ST: my teath are clean and shinny,it was'nt TT: gigiku berkilau, tak menyeramkan	The strategy that used by the localizer is summarizing. The localizer used summarizing strategy. because the target text has shortening words or ideas. Since the word "it wasn't" is replaced.	✓		There is a changed in verbal text. Because the target text just localized into main idea of the lyric from source text and the purpose is to make it simple and not too long.	✓	

APPENDIX 6

| 14/KJPK DG/P(re wording/ CVE | ST: I feel fine, i feel fine
TT: Tak apa, tak apa | The strategy that used by the localizer is information reduction The localizer used the strategy because there is an omission from source language that not fully localized. Since the the text "I feel fine" is not fully localized, it makes the meaning is shifted since the text "I" refers to "the character" in the music video. | ✓ | | There is a changed in verbal text. Because the text *I feel fine* should be localized into *aku merasa baik* but just localized *tak apa.* The target text just shortening and aim the same syllables from source and target text but the meaning is shifted. | ✓ | |

LOCALIZATION STRATEGIES AND ELEMENT EQUIVALENCE

6. English Version: Meet Our Baby Brother
   Indonesian Version: Bertemu Dengan Adik Baru

| 1/BDAB B/IR/CV E | ST:You're so cute, you're so cute
TT: Lucunya, lucunya | The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not fully localized.
"*you're so cute*" should be localized into "*kamu sangat lucu*" but by the localizer changed into "*lucunya*". | ✓ | | There is a changed in verbal text. Because the word *you're so cute* should be localized into *kamu sangat lucu* but in target text replaced into *lucunya.* There is an omnision from source text that not fully localized but the meaning still delivered. | ✓ | |
| 2/BDAB B/P(rew ording)/ CVECV O | ST: Hello baby, hello baby
TT: Halo sayang, halo sayang | The strategy that used by the localizer is rewording. The localizer used rewording strategy because the word "*baby*" should be localized into "*bayi*" but by the localizer changed into "*lsayang*" it made changes words with similar meaning but having singable syllables. | ✓ | | There is a changed in verbal text. Because the text *baby* is not localized into *bayi* but changed into *sayang* the text has replaced into similar meaning and still related. | ✓ | |

APPENDIX 7
LOCALIZATION STRATEGIES AND ELEMENT EQUIVALENCE

No	ST/TT	Strategy	✓		Analysis	✓	
3/BDAB B/IR/CV E,CVO	ST:We love you, we love you TT: Oh sayang, oh sayang	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not fully localized.	✓		There is a changed in verbal text. Because the text *we love you* should be localized into *kami mencitai kamu* but in target text localized *oh sayang* There is an omnision the text is not fully localized and the meaning is shifted. Furthermore, the lyric *Welcome to the family* in source text sung twice but in Indoneisan version just sung only one that made a change of vocal.	✓	
4/BDAB B/N/CV E	ST: let's celan baby, let's clean baby TT: ayo mandikan bayinya.	The strategy that used by the localizer is neutralization. The localizer used neutralization strategy. because the target text actively into specific fictional world or to neutralize it into a more general sphere of reference.	✓		There is a changed in verbal text. Because the text *let's clean baby* should be localized into *ayo bersihkan bayinya* but in target text localized *ayo mandikan bayinya*. The purpose is to make the word more specific into target language then the meaning is still related.	✓	
5/BDAB B/S/CVE	ST: In the tub, in the tub TT: Di bak mandi, di bak mandi	The strategy that used by the localizer is specification. The localizer used spesification strategy because the target text adding a more reference into a specific fictional word. Since "in the tub" localized into "di bak mandi"	✓		There is a changed in verbal text. Because the text *in the tub* should be localized into *bak* but in target text adding more reffrence into *bak mandi*. The purpose is to make the word more specific into target language then the meaning is still related.	✓	
6/BDAB B/P(sum marizing)/CVE	ST: Everyone can help out, everyone can help out. TT: semuanya membantu, semuanya membantu.	The strategy that used by the localizer is summarizing. The localizer used summarizing strategy. because the target text has shortening words or ideas.	✓		There is a changed in verbal text. Because the target text just localized into main idea of the lyric from source text and the purpose is to make it simple and not too long.	✓	

7. English Version: This Is The Way I Help Mommy
   Indonesian Version: Ini Caranya Aku Membantu Ibu

			✓			✓	
7/BDA MIBP(R/GM Erizing)/ CVE	ST: Help is the way help makes breakfast. TT: Gosiok caraoka gosok garapkan.	The strategy that used by the localizer is informatizing... The localizer used the strategizing because there is an ... on the target text language that fully localized.	✓		There is a changed in verbal text. Because the text *Help is the way*... should make localized fast should be localized ... in just localized into... The text is localized since from source text that ... target localized shortening and the meaning is still relating shifted.	✓	
8/BDA MIBP(Renm arizing))/ CVE	ST: This is the way baby john chores TT: john sayang, a john keytangas	The strategy that used by the localizer is summarizing. The localizer used summarizing strategy because changing words with the target text... shortening single or syllables. Since the word " baby john" replaced into "john sayang"	✓		There is a changed in verbal text. Because the text *baby john* should be localized into just localized in target. The text localized into just shortening. There is replacing word *baby* into *sayang* to make more singable into target text.	✓	
9/BDA MIBP(Negrys Eing,rest yling)/C VE	ST: Let me help you food, TT: Makanlah, makanlah	The strategy that used by the localizer is neutralization. The localizer used neutralization strategy because the target text has 7syllable... into specific syllable word. Furthermore the localizer a used... strategy because the text "let me" just localized	✓		There is a changed in verbal text. Because the text *let me* should be localized into makanlah but just glocalized but in target source text localized fully localized but the meaning still related. *yum* into *makanlah* to make more singable into target text but the meaning is shifted.	✓	
10/BDA BB/CAMI N(Summa rizing)/C VE	ST: veggies help you grow, breakfast, it's fun to grow together TT: sayurah akbkannya bersah lebih besar	The strategy that used by the localizer is explicitation strategy. The localizer used explicitation strategy because the target text explicitation of contextual assumptions which are implicit in the source text	✓		There is a changed in verbal text. Because the text it is fun to grow together should be localized into sayur ... but just in the localize is not fully localized because the target text just shortening make purpose the target and textual assumptions which are implicit in the source text still related. "help you grow" is more explained in target text.	✓	
5/ICAMI BB/P(res	ST: Pick up the toys, put them if they're good for you, good for you	The strategy that used by the localizer is summarizing strategy. The localizer used	✓		Target text just localized into text. Because there is from source text and the purpose text make not	✓	

tyling)/CVE	TT: Baik untuk mu, baik untukmu	text using strategy because the target text has fewer syllables but in source text just 7 syllables			complied into target text but the meaning is still related.	
6/ICAMI/P(summarizing)/CVE	ST: Hold the toothbrush, he is a big boy. Lipat baju Tinggal kalian ya kecil, sekarang besar.	The strategy that used by the localizer is neutralization. The **localizer** used neutralization strategy. because the target text that involving words for fictional world or to neutralize	✓		There is a changed in verbal text. Because the target text just localized into main idea of the build he localize text *dahulu the purpose kecil sekarang simple and not too long but the true meaning still delivered dahulu kecil sekarang besar* There is an	✓	
7/ICAMI/P(summarizing)/CVE	ST: This is the way we wash the car. TT: Ini caranya cuci mobil See him play, see	The strategy that used by the localizer is summarizing. The localizer used summarizing strategy. because the strategy that used by the localizer is styling. The localizer "this is the way" replaced because the target	✓		Omnision from the text that not fully localize the target text just localize into main idea of the lyric from source text and the purpose is to make it There is a changed in vocal presentation because the delivered *see him play* in source text sung twice but in Indoneisan version just sung only one that	✓	
8/ICAMI/P(summarizing)/CVE	See him play TT: Lihatlah dia main ST: This is the way we feed the dog. TT: Ini caranya beri makan anjing.	just 7 syllables but in source text just few syllables. The localizer used playing repeated voice but use target just once with similar meaning but having singable syllables	✓		There is a change of vocal presentation. Because the target text just localized into main idea of the lyric from source text and the purpose is to make it simple and not too long but the meaning still delivered.	✓	
9/ICAMI/P(restyling)/CVE	ST: Feed the dog, feed the dog TT: Beri makan, beri makan	The strategy that used by the localizer is restyling. The localizer used restyiling strategy because the target text has 8 syllables but in source text just 6 syllables	✓		There is a changed in verbal text. Because the text *feed the dog* should be localized into *beri makan anjing* but just localized into *beri makan* there is an omnision from source text that not fully localized into target text and the meaning shifted.	✓	

APPENDIX 8

LOCALIZATION STRATEGIES AND ELEMENT EQUIVALENCE

8. English Version: Yes Yes Vegetables

Indonesian Version: Kami Suka Sayuran

1/KSS/IR/ CVE	ST: Eat your vegetables everyday. TT: makan setiap hari.	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not fully localized. Since the text "eat your vegetables" is not fully localized	✓		There is a changed in verbal text. Because the text *eat your vegetables everyday* should be localized into *makan sayuranmu setiap hari* but just localized *makan setiap hari* The target text. just shortening from source text and the meaning is shifted.	✓
2/KSS/P(rewording)/CVE	ST: And you'll be super too TT: Kau kan jadi super	hat used by the localizer is rewording. The localizer used rewording strategy because changing words with similar meaning but having singable syllables. Since the text "you'll be" just localized into "kau kan"	✓		There is a changed in verbal text. Because the text *you'll be super too* should be localized into *kamu akan menjadi orang super juga* but just localized *kau kan jadi super* The target text just shortening and the meaning is still related.	✓
3/KSS/N/CVE	ST: Corn is yummy eat it up. TT: Jagung enak dimakan.	The strategy that used by the localizer is neutralization. The localizer used neutralization strategy. because the target text actively into specific fictional world or to neutralize it into a more general sphere of reference.	✓		There is a changed in verbal text. Because the text *corn is yummy eat it up* should be localized into *jagung makanan yang lezat makanlah* but in target text localized *jagung enak dimakan* There is an omnision from the text that not fully localized to make more general sphere of reference and the meaning is still related.	✓
4/KSS/P(rewording)/CVE	ST: Eat it up, eat it up TT: Makanlah, makanlah	The strategy that used by the localizer is rewording. The localizer used rewording strategy because changing words with similar meaning.	✓		There is a changed in verbal text. Because the text *eat it up* should be localized into *makanlah jagung itu* but in target text localized *makanlah* There is an omnision from the text that not fully localized to make the song singable but the meaning still related.	

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5/KSS/IR/CVE	ST: pick them, wash them, eat them up. TT: Petiklah dan cucilah.	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not fully localized. Since the word "them is omitted".	✓		There is a changed in verbal text. Because the text there is an omnision from source text and the text is not fully localized and the meaning is shifted.	✓
6/KSS/IR/CVE	ST: Just give them a try TT: Cobalah saja	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not fully localized.	✓		There is a changed in verbal text. Because the text *just give them a try* should be localized into *cobalah beri mereka kesempatan* but in target text localized *cobalah saja* There is an omnision the text is not fully localized and the meaning is shifted.	✓
7/KSS/N/CVE	ST: Tomatoes they are yummy treats. TT: Tomat makanan yang enak.	The strategy that used by the localizer is neutralization. The localizer used neutralization strategy. because the target text actively into specific fictional world or to neutralize it into a more general sphere of reference.	✓		There is a changed in verbal text. Because the text *tomatoes they are yummy treats* should be localized into *tomat adalah makanan suguhan yang lezat* but in target text localized *tomat makanan enak* There is an omnision from the text that not fully localized to make more general sphere of reference and the meaning is still related.	✓
8/KSS/P(rewording)/CVO	ST: Yummy treats, yummy treats TT: Camilan yang enak	The strategy that used by the localizer is rewording. The localizer used rewording strategy because changing words with similar meaning. Since the text "yummy treats" changed into "camilan yang enak"	✓		There is changed in vocal presentation because the lyric *yummy treats* in source text sung twice but in Indoneisan version just sung only one that made a change of vocal presentation.	✓
9/KSS/IR/CVE	ST: I'll take a juicy bite TT: Cobalah gigit	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not	✓		There is a changed in verbal text. Because the text *I'll take a juicy bite* should be localized into *saya akan menggigit yang berair* but in target text localized into *cobalah gigit*. The localizer did the	✓

		fully localized. Since the word "I'll take" is omitted. In this video "I" refers to a character in the video.			strategy in order to make the song singable but the mening shifted.		
10/KSS/ P(repras hing)/CV O	ST: Super food, super food TT: Makanan, yang super	The strategy that used by the localizer is paraphrasing. The localizer used paraphrasing strategy because the target text changes in the syntac or line or sentence structuring.	✓		There is changed in vocal presentation because the lyric *super food* in source text sung twice but in Indoneisan version just sung only one that made a change of vocal	✓	
11/KSS/ P(reword ing)/CV E	ST: Broccoli grows in a bunch. TT: dia tumbuh berkelompok.	The strategy that used by the localizer is rewording. The localizer used rewording strategy because changing words with similar meaning but having singable syllables.	✓		There is a changed in verbal text. Because the text *broccoli grows in a bunch* should be localized into *brokoli tumbih dalam berkelompok* but just localized *dia tumbuh berkelompok*The target text just shortening to purpose the target and source text has the same syllables and the meaning is still related.	✓	
12/KSS/I R/CVE	ST: green and crunchy munch munch munch. TT: renyah saat dikunyah.	The strategy that used by the localizer is information reduction The localizer used the strategy because there is an omission from source language that not fully localized.	✓		There is a changed in verbal text. Because the text *green and crunchy munch* should be localized into *hijau dan renyah dikunyah* but in target text localized *renyah saat dikunyah* There is an omnision the text is not fully localized and the meaning is shifted.	✓	
13/KSS/I R/CVE	ST: It's also good for you TT: Dan bagus untukku	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not fully localized.	✓		There is a changed in verbal text. Because the text *you* should be localized into *kamu* but in target text localized *ku* The source text not localized into true word that make the maning is shifted.	✓	
14/KSS/ P(summa	ST: Oh so good, oh so good TT: oh enak, oh enak	The strategy that used by the localizer is summarizing. The localizer used summarizing strategy.	✓		There is a changed of verbal text because the source text is not fully localized into target text.	✓	

rizing)/C VE		because the target text has shortening words or ideas.			Especially the word *so* is replaced but the meaning still delivered.		
15/KSS/ P(repras hing)/CV E	ST: Vegetables are fun to try. TT: Sayur seru tuk dicoba.	The strategy that used by the localizer is reprashing. The localizer used reprashing strategy because the target text changes in the syntac or line or sentence structuring. Since the word "untuk" but shorted into "tuk".	✓		There is a changed in verbal text. Because the text *vegetables are fun to try* should be localized into *sayuran seru untuk dicoba* but just localized *sayur seru tuk dicoba* The target text just shortening and the meaning is still related.	✓	
16/KSS/I R/CVE	ST: Fun to try fun to try TT: Dicoba dicoba	The strategy that used by the localizer is summarizing. The localizer used summarizing strategy. because the target text has shortening words or ideas.	✓		There is a changed of verbal text because the source text is not fully localized into target text. Especially the word *fun* is replaced and the meaning still is shifted.	✓	
17/KSS/ P(summa rizing)/C VE	ST: we love veggies all the time. TT: kami suka sayuran.	The strategy that used by the localizer is summarizing. The localizer used summarizing strategy. because the target text has shortening words or ideas. Since the word "all the time" is omitted.	✓		There is a changed in verbal text. Because the target text just localized into main idea of the lyric from source text and the purpose is to make it simple and not too long but the meaning still delivered.	✓	
18/KSS/ P(reword ing)/CV E	ST: Such a tasty treat TT: Makanan yang lezat	The strategy that used by the localizer is rewording. The localizer used rewording strategy because changing words with similar meaning but having singable syllables.	✓		There is a changed in verbal text. Because the target text just localized into familiar word and the purpose is to make it simple and not too long but the meaning still delivered.	✓	

APPENDIX 9
LOCALIZATION STRATEGIES AND ELEMENT EQUIVALENCE
9. English Version: Finger Family Animal Song

Indonesian Version: Keluarga Jari Hewan Kesayangan

1/KJHK/ P(reprashing)/CV E	ST: animal finger, animal finger. what do you like? TT: jari hewan, jari hewan kau suka apa?	The strategy that used by the localizer is reprashing. The localizer used reprashing strategy because the target text changes in the syntac or line or sentence structuring. Then the word "what do you like" should be localized into "apa yang kamu suka" but changed into "kau suka". Since the sentence is changed in the structure.	✓		There is a changed in verbal text. Because the target text just localized into main idea of the lyric from source text and the purpose is to make it simple and not too long but the meaning still delivered.	✓
2/KJHK/ P(summarizing)/C VO	ST: Play and dance, play and dance. That's what we like TT: Main dan menari oh kami suka	The strategy that used by the localizer is summarizing. The localizer used summarizing strategy. because the target text has shortening words or ideas.	✓		There is changed in vocal presentation because the lyric *play and dance* in source text sung twice but in Indoneisan version just sung only one that made a change of vocal	✓
3/KJHK/ P(reprashing)/CV O	ST: Kitty finger, kitty finger. What do you like? TT: jari kucing, kau suka apa?	The strategy that used by the localizer is reprashing. The localizer used reprashing strategy because the target text changes in the syntac or line or sentence structuring. Then the word "what do you like" should be localized into "apa yang kamu suka" but changed into "kau suka". Since the sentence is changed in the structure.	✓		There is changed in vocal presentation because the lyric *kitty finger* in source text sung twice but in Indoneisan version just sung only one that made a change of vocal presentation.	✓
4/KJHK/ P(summarizing)/C VE	ST: A bowl of milk, a bowl of milk that's what i like TT: Oh susu, oh susu itu yang kusuka	The strategy that used by the localizer is summarizing. The localizer used summarizing strategy. because the target text has shortening words or ideas.	✓		There is changed in verbal textbecause the lyric *a bowl of milk* should be localized into *sekotak susu* but in source text replaced into *oh susu.* There is an omnision from source text that not fully localized but the meaning still related.	✓

			✓			✓	
5/KJHK/ P(repras hing)/CV E	ST: turtle finger, turtle finger. What do you like? TT: jari penyu, jari penyu kau suka apa?	The strategy that used by the localizer is reprashing. The localizer used reprashing strategy because the target text changes in the syntac or line or sentence structuring. Then the word "what do you like" should be localized into "apa yang kamu suka" but changed into "kau suka". Since the sentence is changed in the structure.	✓		There is a changed in verbal text. Because the text *what do you like* should be localized into *apa yang kamu suka* but replaced into *kau suka apa* The target text changed into line structuring but the meaning still delivered	✓	
6/KJHK/ P(summa rizing)/C VO	ST: Crunchy lettuce, crunchy lettuce. That's what i like TT: selada yang renyah, itu yang kusuka	The strategy that used by the localizer is summarizing. The localizer used summarizing strategy. because the target text has shortening words or ideas.	✓		There is changed in vocal presentation because the lyric *crunchy lectuce* in source text sung twice but in Indoneisan version just sung only one that made a change of vocal presentation.	✓	
7/KJHK/ P(summa rizing)/C VO	ST: Lots of carrots, lots of carrots. That's what i like TT: Oh wortel yang banyak. Itu yang kusuka	The strategy that used by the localizer is summarizing. The localizer used summarizing strategy. because the target text has shortening words or ideas.	✓		There is changed in vocal presentation because the lyric *lots of carrots* in source text sung twice but in Indoneisan version just sung only one that made a change of vocal presentation.	✓	
8/KJHK/ P(summa rizing)/C VO	ST: More bananas, more bananas That's what i like TT: oh pisang yang banyak, itu yang kusuka	The strategy that used by the localizer is summarizing. The localizer used summarizing strategy. because the target text has shortening words or ideas.	✓		There is changed in vocal presentation because the lyric *more bananas* in source text sung twice but in Indoneisan version just sung only one that made a change of vocal presentation.	✓	
9/KJHK/ P(summa rizing)/C VO	ST: My blue ball, my blue ball. That's what i like TT: bolaku yang biru itu yang kusuka	The strategy that used by the localizer is summarizing. The localizer used summarizing strategy. because the target text has shortening words or ideas.	✓		There is changed in vocal presentation because the lyric *my blue ball* in source text sung twice but in Indoneisan version just sung only one that made a change of vocal presentation.	✓	

APPENDIX 10

10. English Version: This is The Way We Brush Our Teeth
Indonesian Version: Jangan Lupa Gosok Gigimu

1/JLGG/ IR/CVE	ST: This is the way we wash our face TT: Ini cara cuci muka	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not fully localized. Since the word "our" is omitted.	✓		There is a changed in verbal text. Because the text *wash our face* should be localized into *cuci muka kita* but in target text localized *ini cara cuci muka* There is an omnision the text is not fully localized and the meaning is shifted.	✓	
2/JLGG/ P(restyling)/CVE	ST: Wash our face, wash our face TT: Cuci muka, cuci muka	The strategy that used by the localizer is restyling. The localizer used restyiling strategy because the target text has 8 syllables but in source text just 6 syllables.	✓		There is a changed in verbal text. Because the text *wash our face* should be localized into *cuci muka kita* but in target text localized *ini cara cuci muka di pagi hari* There is an omnision the text is not fully localized and the meaning is shifted.	✓	
3/JLGG/ IR/CVE	ST: This is the way we wash our face Early in the morning TT: Ini cara cuci muka Di pagi hari	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not fully localized. Since the word "our" is omitted.	✓		There is a changed in verbal text. Because the text *wash our face* should be localized into *cuci muka kita* but in target text localized *ini cara cuci muka di pagi hari* There is an omnision the text is not fully localized and the meaning is shifted.	✓	
4/JLGG/ IR/CVE	ST: This is the way we brush our teeth TT Ini cara sikat gigi	The strategy that used by the localizer is information reduction. The localizer used the strategy because there is an omission from source language that not fully localized. Since the word "our" is omitted.	✓		There is a changed in verbal text. Because the text *brush our teeth* should be localized into *kita menggosok gigi* but in target text localized *ini cara sikat gigi*. There is an omnision the text is not fully localized and the meaning is shifted.	✓	

No/Code	Source & Target Text	Strategy	✓		Analysis	✓	
5/JLGG/ P(restyling)/CVO	ST: Brush our teeth, brush our teeth TT: Sikat gigi, sikat gigi	The strategy that used by the localizer is restyling. The localizer used restyiling strategy because the target text has 8 syllables but in source text just 6 syllables	✓		There is a changed in verbal text. Because the text *brush our teeth* should be localized into *gosok gigi kita* but in target text localized *sikat gigi* There is an omnision the text is not fully localized and the meaning is shifted.	✓	
7/JLGG/ P(restyling)/CVO	ST: Comb our hair, comb our hair TT: Sisir rambut, sisir rambut	The strategy that used by the localizer is restyling. The localizer used restyiling strategy because the target text has 8 syllables but in source text just 6 syllables	✓		There is a changed in verbal text. Because the text *comb our hair* should be localized into *sisir rambut kita* but in target text localized *sisir rambut* There is an omnision the text is not fully localized and the meaning is shifted	✓	
8/JLGG/ P(restyling)/CVE	ST: We get dressed, we get dressed TT: Pakai baju, pakai baju	The strategy that used by the localizer is restyling. The localizer used restyiling strategy because the target text has 8 syllables but in source text just 6 syllables.	✓		There is a changed in verbal text. Because the text *we get dress* should be localized into *kita memakai baju* but just localized *pakai baju* The target text just shortening and the meaning is shifted.	✓	
9/JLGG/ P(summarizing) /CVE	ST: This is the way that we get dressed Early in the morning TT: Ini cara pakai baju Di pagi hari	The strategy that used by the localizer is summarizing. The localizer used summarizing strategy. Because the target text has shortening words or ideas.	✓		There is a changed in verbal text. Because the target text just localized into main idea of the lyric from source text and the purpose is to make it simple and not too long but the meaning still delivered.	✓	
10/JLGG /IR/CVE	ST: We go to school, we go to school TT: Ke sekolah, ke sekolah	The strategy that used by the localizer is information reduction The localizer used the strategy because there is an omission from source language that not fully localized.	✓		There is a changed in verbal text. Because the text *we go to school* should be localized into *kita pegi ke sekolah* but just localized *ke sekolah* The target text just shortening and the meaning is shifted.	✓	