

**Discourse Analysis on K-Pop Fan's Translation: A Case
Study on the Translation of NCT's Bubble Message**

A thesis by

Lutfia Rizka Nita

Student Number: 06011181722045

English Education Study Program

Department of Language and Art Education



FACULTY OF TEACHER TRAINING AND EDUCATION

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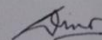
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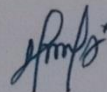
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**This thesis was defended by the writer in the final program examination and
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DECLARATION

I, the undersigned,

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Student's Number : 06011181722045

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Certify that the thesis entitled “Discourse Analysis on K-Pop Fan's Translation: A Case Study on the Translation of NCT's Bubble Message” is my own work and I did not do any plagiarism or inappropriate quotation against the ethic and rules commended by Ministry of Education of Republic of Indonesia Number 17, 2010 regarding plagiarism in higher education. Therefore, I deserve to face court if I am found to have plagiarized this work.

Indralaya, 2021

The Undersigned,



Lutfia Rizka Nita

06011181722045

THESIS DEDICATIONS

This thesis is dedicated to:

- ❖ Allah SWT, with the grace and blessings that are given to me in everything.
- ❖ My lovely parents, Juni and Mastaria who contributed everything included my little sister, Rachmah who always supported me too.
- ❖ My great advisor, Dr. Margaretha Dinar Sitingjak, M.A who always gave me many suggestions and be patient in guiding me to finish this thesis. This thesis could not be completed without her.
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Motto: "Keep going, small progress is still a progress"

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Indralaya, Maret, 2021

The Writer,



Lutfia Rizka Nita

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Discourse Analysis on K-Pop Fan's Translation: A Case Study on the Translation of NCT's Bubble Message

ABSTRACT

Critical Discourse Analysis, an analysis method by Van Dijk which has three levels of discourse structure that are microstructure, macrostructure and superstructure. As descriptive-qualitative method, this study gives a wider explanation about linguistic features through Critical Analysis structure. This study aimed to find out the structures microstructures of the text that including syntaxes styles, semantic styles, stylistic styles and rhetoric styles of NCT's Bubble Messages English translation. The data collected from the official application called '*Lysn*' and the translation taken on *Twitter*. There were 13 chosen data that the writer examined and analyzed. The findings show that NCT's members use impression management to express the emotional attachment to the receiver. Also, there are some implicit meaning messages that can be indicated as persuasion. Furthermore, the uses of pronouns are mostly to show the unity of the sender and the receiver and the sender and his teammate.

Keywords: *Critical Discourse Analysis, Microstructure, Translation, NCT*

CHAPTER I INTRODUCTION

This chapter explains about background of the study, the problem of the study, the objective of the study, and the significance of the study.

1.1 Background

Nowadays the world has a huge interest in Korean; their music, food, fashion, lifestyle, and culture. The Korean word “*Hallyu*” or in English, the Korean wave impact, is penetrating the world market on an outsized range. In the late 1990s, the term *Hallyu* was composed by Chinese commentators as a definition or a label for a widening process of South Korean entertainment internationally, such as TV series, fiction films, and musical acts (Messaris, 2016). As stated by Sobur et. al. (2019), one of the Korean waves is Korean pop. In Asian nations, since the late ‘90s and at the start of 2000 was the beginning of K-pop with the entry of Japanese pop and Western music that have an effect on the expressive style of South Korean musician.

According to Aisyah (2017), this popularity indicates the increasing significance of cultural translation in international media consumption. Above all, thanks to the geocultural distance between K-pop made in Asian nation (Korea, hereafter) and its globally distributed audiences, the world consumption of K-pop inevitably needs the method of active translation—not solely literal translation from gatekeepers however conjointly translation of cultural and emotional part of K-pop from fan audiences. Translation is a significant way to overcoming language barriers in the content of a discourse.

Some K-Pop entertainments already handle the language barriers well by supporting their video contents with subtitles, insert the English translation in every posts on social media even, at least they have an English speaker in their group. There are SM, YG, and JYP entertainment, they are known as big entertainment companies that are also known as the leader or K-Pop that have inspired by the United States (US) and Japanese music culture and reproducing those unique senses into business in Korean music (Jung 2011. p.78).

One of the boy groups from South Korean that formed by SM Entertainment; NCT, their name stands for *Neo Culture Technology*, the name invented by [Lee Soo-man](#) as their producer and SM founder. NCT is a group that has concept of getting a vast variety of members divided into multiple sub-units based mostly in varied cities worldwide.

NCT have members from variety of nationality, there are Korean, Chinese, Japanese, American and Canadian. The Korean members are Lee Taeyong, Kim Doyoung, Jung Jaehyun or Yunoh, Kim Jungwoo, Lee Jen0, Na Jaemin, Lee Haechan or Donghyuck, Jung Sungchan and Park Jisung. The Chinese members are Qian Kun, Li Yonqin or Ten, Dong Sicheng or Winwin, Hendery, Xiaojun, Wong Xuxi or Lucas, Liu Yangyang, Huang Renjun and Zhong Chenle. The Japanese members are Nakamoto Yuta and Osaki Shotaro. The American member is Johnny Suh and the Canadian one is Mark Lee.

NCT debuted in January 2016 and in late 2020 the group consists of 23 members, aging from their late-teens to mid-twenties and collaborating in an exceedingly total of 3 different subunits. As written on page SM Entertainment (<https://www.smentertainment.com/Overview/History>) the first unit of NCT is NCT 127 that debuted in 2016 of July and followed by NCT Dream on August in the same year, then in January 2018 the last unit debuted named WayV. The last unit, WayV is consisted of Chinese members.

'Bubble' is one of the feature from the mobile app 'Lysn', created by SM Entertainment and NCT is the first group that use this feature. This feature is a messaging service for their artists to interact with fans. Those who desire to have experience to chit-chat with their favorite idols on 'Bubble' have to pay 4,500 KRW (RP56.766,38) per idol. Then, once an idol send out a message to 'Bubble' users, all fans who paid for 'Bubble' receive the same text with the translation supported on what language the users use. The 'Bubble' has setting for calling the user as the name they signed up.

Since the NCT's members came from different nationalities, they master some languages such as Korean, English, Chinese and Japanese. Their attempt in reducing the language difference in communication by translating the Bubble message has resulted good outcomes as to popularizing their artist to worldwide fans. However, the translated content cannot be taken gently because the translation sometimes inappropriate. Therefore, there are some Twitter accounts that post the message with the English translation and other languages.

As stated by Munday (2001 and 2012), previously the action of translation was antecedently outlined by Holz-Mäntttäri (1984) as a practice of interaction that requires the existence of sender and receiver. The concentration of the translational action (TA) framework relies on the translation aim in consideration of the participants' communication in manufacturing the translation of the targeted language. Nowadays, the communication strategy has conjointly derived by which it does not essentially only require spoken communication, but also requires written communication.

The writer conducted a study of analytical framework of language which is known as discourse analysis in order to analyze the language use to explore the microstructure of the text because this approach has been used to the implication of translation. This present study was similar to Rohmah (2018) entitled "Critical discourse Analysis of Donald J Trump's Speeches", Priatmoko (2013) did "Critical Discourse Analysis of Susilo Bambang Yudhoyono's Speech", Afifah (2007) with "Discourse Analysis of Song Lyrics in 'Never Gone' Album by Backstreet Boys" and Nurfadilah (2017) "A Critical Discourse Analysis of Teun Van Dijk on The Jakarta Post's Editorials (New Year Singkil) and (Banning Hate Speech)". According to Fairclough (2003), text analysis is one of the important parts of discourse analysis, but the discourse analysis is not only the analysis of text linguistic. Critical Discourse Analysis (CDA) is an associate knowledge domain method to the study of discourse that pictures language as a type social procedure and focuses on the social and political control process that replicated by talk and text (Priatmoko, 2013)

The discourse analysis study mostly focused on the discourse institutional case such as Politics (Lawson, 2008) and organization (Rashidi & Souzandehfar, 2010). Furthermore, as stated by Van Dijk (1998) Critical Discourse Analysis used by many researchers because it focuses on social and political issues. Fairclough (1995) also support that statement by stated CDA also includes sociopolitical and sociocultural as in macro level analysis the writer can reveal the ideological analysis.

The previous studies focused on social and political issues, but this present study was primarily focus on the structure of the text, the chat conversation to be exact. Microstructure is the structure the writer use to analyze the text. There are four elements of microstructure; those are syntaxes style, semantic style, stylistic style and rhetoric style.

Based on the explanation above, the writer is interested in conducting an analysis of discourse toward K-Pop fan's translation of NCT's Bubble. The writer conducted a research entitled "Discourse Analysis on K-Pop Fan's Translation: A Case Study on The Translation of NCT's Bubble Message".

1.2 Problem of the Study

Based on the background above the writer identifies the problem as follows:

1. What are the microstructures of Critical Discourse Analysis which are consist of syntaxes style, semantic style, rhetoric styles and stylistic styles that reflected in NCT's Bubble Messages?

1.3 Objective

Referring to the formulation of the problem above, the research has the following objective:

1. To find out the structures of Critical Discourse Analysis in microstructures which are consist of syntaxes styles, semantic styles, rhetoric styles, stylistic style of NCT's Bubble Messages.

1.4 Significance of the Study

The study is expected to be beneficial for students, teachers and researchers. For students, this study is expected to give new information about CDA (Critical Discourse Analysis) which could give more knowledge in analyzing a text. Hopefully this study will support anyone who is interested in critical discourse analysis study or everything that related with the topic that has been conferred in this study. Afterward, this study is expected could teacher use as example of the CDA approach in chat conversation. Furthermore, this study is also expected to help other researchers in composing their further studies by using this study as reference.

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