

ABSTRACT

The purpose of this study was to construct and analyze the English-translated lyrics of Mars Polsri using Low's Pentathlon Principle (2005). Following Creswell's (2014) qualitative approach, this descriptive research gathered data through documentation, literature review, and one informant interview, with responses serving as raw data obtained through simple memoing. The data were processed and prepared, read in detail, coded line-by-line, and organized into themes and descriptions. These were linked to the study's objectives, then interpreted to inform translation decisions. One practitioner evaluated the translation against the Pentathlon's five components: singability, sense, naturalness, rhythm, and rhyme. Chapter I presents the background, problem formulation, objectives, and significance of translating Mars Polsri for cultural accessibility and institutional internationalization. Chapter II reviews related literature on audiovisual translation, institutional anthems, and the Pentathlon framework. Chapter III explains the Creswell-based research design and analytical process applied by the writer. Chapter IV reports that the initial draft prioritized semantic fidelity and rhythmic alignment, and revisions based on practitioner input included lexical substitutions, stress and rhythm adjustments, selective rhyme application, and subtitle formatting to match the song's pacing. Chapter V concludes that Creswell's qualitative method combined with Low's Pentathlon Principle offers a practical and flexible framework for institutional anthem translation, enabling the writer to balance meaning with musical constraints and produce a refined English version that maintains the anthem's institutional message, ceremonial tone, and performability.

Keywords: Mars Polsri, Pentathlon Principle, lyric translation, institutional anthem, qualitative descriptive research