

Linguistic Analysis of Dove Indonesia's Website and Its Localization

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ABSTRACT

This paper analyzes the website localization of Dove Indonesia's website. The study, then, analyzes the adaptation and the translation technique of the translation part that includes the home page and its first next link of the website. In analyzing website localization, the theories that are used are the theory of website localization by Pym (2012) and the translation technique by Molina and Albir (2002). This study found that the website is highly localized with both adaptation and translation. Adaptation includes changes in data and time format, legal inventions, and content. The translation itself uses single and duplet translation techniques. Single technique includes amplification, borrowing, compensation, discursive creation, generalization, literal translation, modulation, particularization, reduction, and transposition. Duplet technique includes compensation and borrowing and reduction and amplification. However, the mostly used translation technique is a single technique, literal translation.

Keywords: dove; translation technique; website localization

INTRODUCTION

As a result of digitalization, businesses may now use websites as a marketing tool. When it comes to enterprises or international organizations, the communicative goal of their websites is strongly intertwined to their global marketing strategy. Websites are especially crucial since this global marketing strategy will impact not just sales methods in other countries, but also the brand's image and public relations (Sandrini, 2005). A website is one approach to connect with new overseas customers, partners, or consumers in general; therefore, it is frequently localized to better accommodate clients in certain countries.

Localization, by definition, involves tailoring characteristics to a certain 'locale,' which is described as a market segment characterized by factors such as language and may also include currency, educational level, or economic category (Pym, 2012). This localization of websites, on the other hand, presents some additional obstacles to translators and translation studies (Sandrini, 2005). The reason for this is because translating websites employ a functional approach to translation, that is with the purpose being tightly tied to economic and business strategy. Not only that, the functional approach to translation also emphasizes on the company's or organization's communication intention since the communication intention for a website is generally determined by the company or organization represented by the website itself.

The objects of research are the Dove US' website and Dove Indonesia's website. Dove is chosen as it is one of the biggest brands in Indonesia. From Indonesia Top Brand Award's data (Top Brand Index 2022, phase 1), Dove ranked second in the whitening soap category with 18.4% index, fifth in body butter or body cream category with 8.5% index, second in deodorant category with 11.3% index, and forth in hair vitamin category with 4.6% index. This study investigates how a

website is localized and what kind of translation techniques are utilized by a large brand on its website as website localization is a new challenge in translation study.

In order to analyze the website localization of Dove's Indonesia's website. Two main theories are used, the theory of website localization by Pym (2012) and translation technique by Molina and Albir (2002). Website localization and translation includes other aspects such as marketing, design, and software engineering, and especially linguistic approaches (Pym, 2012). However, this study will only focus and discuss the linguistic approaches.

According to Pym (2012), a web page's textual units may be discovered in its title, descriptors and keywords, menus and hyperlinks, other descriptor files, the graphics, and the main body text. Based on Esselink (2000, as stated in Pym 2012), these textual units may be localized and it may include change in (1) date and time formats, (2) currency formats and other monetary-related information, (3) number formats such as separation of decimal and thousand, (4) address formats, (5) name formats, (6) telephone number formats, (7) units of measure, (8) paper sizes for print-outs, (9) color conventions, (10) iconic conventions such as changes of certain codes such as a mortar that means cooking in catalan culture but it means pharmacy in English-language culture, (11) sound files such as the adaptation of songs, (12) legal conventions such as different law that may involve copyright or protection of personal data, (13) content, and (14) connection speeds.

By knowing the features added, removed, changed or localized in the target website, degrees of website localization can be known. Based on Singh and Pereira (2005 as stated in Pym, 2012), there are five degrees of localization, such as (1) standardized, which means one same website for all countries regardless of culture. (2) semi-localized, which means one site gives information on many countries. There are few parts that are translated, there are parts that are left untranslated, (3) localized, which means full translation of the contents for each country, (4) highly localized, which means there are translations and also have country-specific adaptation, and then (5) culturally customized, which means a whole new site completely adapted in the target culture.

This website localization theory is used as the foundation of the linguistic limitation for the scope of data as website localization is a wide topic that actually discusses other aspects as explained. With this theory, the degree of the localization is known and the part which is changed or localized and the part translated is known, and then, the translated data found can be further analyzed with the next theory.

Then, for the second theory, in the process of translating, translation techniques can be used. The translation technique is "procedures to analyze and classify how translation equivalence works" (Molina and Albir, 2002, p. 509). It is an approach to evaluate and categorize a language's elements in order to discover an equivalent counterpart in target language. Translation techniques contain the following major components: they influence the translation outcome, they refer to analyzing both the source language and target language, they influence the miniscule unit of text, such as words, they are natural and rational, and they are viable (Molina and Albir, 2002). Then, Hartono (2020) mentioned that it is possible that several techniques are combined in translating a single sentence or phrase. The combined techniques have their own terms: a single technique which is a way of employing a single translation technique, a duplet or couplet technique which is a way of combining two separate translation techniques, triplet technique which is a way of employing three separate translation processes, and quadruplet technique which is a way of employing four separate translation techniques.

As mentioned in Molina and Albir (2002, pp. 509-511), translation techniques are classified into more detailed translation techniques with a total of 18 techniques: (1) adaptation which is about replacing the source text element to suit the target culture, for example, “Translation of baseball into fútbol in a translation into Spanish”; (2) amplification, which is about adding details that are not provided in the source text, for example, “translating from Arabic (to Spanish) to add the Muslim month of fasting to the noun Ramadan”; (3) borrowing, which is about taking words or phrases straight from another language, for instance, the use of the English word ‘lobby’ in a Spanish text; (4) calque, which translates a word or phrase by associating the unit of words structurally from the dictionary, for instance, “the English translation Normal School for the French *École normale*”; (5) compensation, which is stylized effects as the source language has no appropriate variant in the target language, for example, “I was seeking thee” is translated to *toi*; (6) description, which is about replacing a term or phrase with a characterization of its form and may or may not include the specific usage of that term or phrase, for example, “ the Italian panettone is translated as traditional Italian cake eaten on New Year’s Eve”; (7) discursive creation, which is to use an equivalence that is out of context, for example, ‘La ley de la calle’ (line of the street) is translated to ‘Rumble fish’; (8) established equivalents, which is about using the equivalent term that is recognized in the dictionary or language in use in the target language, for example, the English expression ‘They are as like as two peas’, is translated as ‘Se parecen como dos gotas de agua’ in Spanish which literally means like two drops of water; (9) generalization, which employs broader or more neutral terminology in the target language. For example, ‘devanture’ in french which literally means shop window is translated to ‘window’ in English; (10) linguistic amplification, which is about adding linguistic elements which is used more in consecutive interpreting and dubbing, for example, “‘No way’ is translated to ‘De ninguna de las maneras’, a longer expression instead of using an expression with the same number of words, ‘En absoluto’”, (11) linguistic compression, which is the opposite of linguistic amplification. Molina dan Albir (2002) states that it is a technique to ‘synthesize linguistic elements’ which is also often used for simultaneous interpreting and in subtitles, for example, “‘Yes, so what?’ is translated into just ¿Y?, in Spanish, instead of using a phrase with the same number of words, ¿Sí, y qué?”; (12) literal translation which is about translating word by word into its dictionary definition and also includes translation that is not only strictly translated word by word in order, but also to translate while paying attention to each word's meaning, function, and significance in the sentence, for example, “She is reading” as *Ella está leyendo* (she is reading); (13) modulation, which is to alter the point of view or perspective, emphasis, or cognitive category with respect to the source target, which includes the semantic and the structure of the language, for example, translating as ‘you are going to have a child’, instead of, ‘you are going to be a father’; (14) particularization, which is about attempting to utilize a more definite, particular, or concrete phrase in the target language, such as how the English word 'window' was translated into 'guichet' (= 'jendela toko') in French; (15) reduction, which involves reducing fully or partially a piece of information in the target language from the source language that provides more information, for example, “ the month of fasting in opposition to Ramadan when translating into Arabic”; (16) substitution, which is about changing linguistic elements for paralinguistic elements, for example, in Arabic culture, people put their hands on the chest to show and say thanks, therefore, if they say ‘Thank you’, they will just put their hands on their chest (Molina and Albir, 2002, p.511); (17) transposition, which is about changing the grammar. For example, “‘He will soon be back’ is translated into Spanish as ‘No tardará en venir’, changing the adverb ‘soon’ for the verb *tardar*”; (18) variation, which modifies linguistic components, for example, translators can change the source language by showing textual tones, styles, social dialects, geographical dialects, and others in the target language.

METHODS

As localization also includes translation, this translation technique theory is used to analyze further about the translated part in this website so that the translation process can be known. Both translated data is compared, Dove US' website's data as the source text and Dove Indonesia's website's data as the target text. Then, how many translation techniques are used in a single data will be known and be put in the category based on the theory explained.

FINDINGS AND DISCUSSION

Website localization is not only about having the data being directly translated but also about adaptation. It is found that this website consists of adaptation and also translation. This means that this website's degree of localization is highly localized which entails further finding in two subheadings. The first subheading is about the adaptation, and the second sub heading will be about the translation that is found. Then, from the translated data that is found, the translation technique can also be analyzed.

Adaptation

Adaptation happens since adaptation is part of the localization; in this study, it is related to the specific culture of Indonesia. The adaptation found in this website includes the change in data and time format, legal conventions, and change in content. There is also a part that is removed in the Dove Indonesia's website.

Focusing on date and time format, there is a difference shown in how they write time format.

Table 1. Time format

Dove US	Dove Indonesia
8:30 a. m. - 9:00 p.m., Eastern Time Monday to Friday	<i>Senin-Jumat 8:30 - 6:00 malam waktu bagian timur</i>

In the Dove US' website, time is written with also adding a.m. and p.m., while in Dove Indonesia they do not write a.m and p.m. Then, the time zone is also different since they are in both different countries with different time zones. In the US website, they use eastern time (ET) and in Indonesia's website they use waktu Indonesia timur (WIT). They both are using the east word as 'timur' can be translated to 'east' but both are different, ET is UTC-05:00 while WIT is UTC+09:00. The order of how they are written is also different. Dove Indonesia put more importance in having days written first then time, while Dove US states about the time first.

It is found that all legal inventions on both sides are different as they follow the origin country's rules.

Table 2. Community guidelines.

Dove US	Dove Indonesia
The Dove, Dove Men+Care, and Baby Dove social media communities are meant to be a positive and engaging space for our friends and followers.	<i>Keanggotaan Dove Digital didesain untuk individu berusia 13 tahun atau lebih. Sebagai seorang Anggota, Anda akan mematuhi Kode Etik dan bertanggung jawab atas semua aktivitas dan konten yang Anda tayangkan.</i>

There are differences in both content of this title. First, on Dove US, it mentions some of the products such as Dove Men+care and Baby Dove that do not exist on Dove Indonesia's site. Secondly, the site only mentions how the site is a positive and engaging space to people in general. While on the Dove Indonesia's website, there is written a limitation age that this site is for 13 years or older. This limitation of age's origin is based on US law in 1998 about Children's Online Privacy Protection of Act that limits the age of 13 years old, but this law often does not only apply on US only websites but huge platforms such as Tiktok, Twitter, etc. Dove Indonesia seems to abide by this rule while Dove US does not. Third, there are differences in how Dove US and Dove Indonesia call their customers or especially their website's readers. Dove US calls them 'friends' and 'followers', while Dove Indonesia calls them 'anggota'.

There are additions and also removal.

Table 3. Addition

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| <ul style="list-style-type: none"> - <i>Temukan perlindungan untuk merawat ketiakmu</i> - <i>Hijab</i> - <i>Antiperspirant deodorant spray</i> - <i>Antiperspirant deodorant roll on</i> - <i>Antiperspirant deodorant dry serum</i> - <i>Produk deodorant untuk mengatasi keringat berlebih</i> - <i>Produk untuk rambut lepek</i> - <i>Produk untuk rambut rontok</i> |
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From these additions, the differences of the two different kinds of customers can be seen, especially in terms of 'hijab', there is a mention of religion in Dove Indonesia, while there is none in Dove US. There is also an apparent issue from the Indonesian customer that they often have that is connected with Indonesia's weather such as 'rambut lepek' and 'keringat berlebih'; these are the results of tropical weather of Indonesia that is hot and humid. Aside from those additions, there is apparent removal in for example, Baby Dove and Men+Care keywords. There are also others that include the keywords but remove partial part of them for example, in Dove Self-esteem project keywords. All keywords are included but self-esteem in kids and social media and self-esteem parts are removed.

There are also differences in campaign and movement in both sites. Dove US and Dove Indonesia have their own campaign and movement thus the website provides different content.

Table 4. Campaign and movement

Dove US	Dove Indonesia
<ul style="list-style-type: none"> - #GirlCollective - #HourWithHer - Beauty portraits - Women get told - The selfie talk: Self-esteem in the social media age - Race-based hair discrimination starts early - Hair discrimination: The facts- Dove - #DetoxYourFeed with the Dove Self-Esteem Project - #RealVoices- Dove partner collective - Together we can end appearance hate - It starts as early as five - Taking action - We're bringing real beauty to the virtual world 	<ul style="list-style-type: none"> - Shave And Shine - #CantikKataku - #No rontok no debat - Dove Deodorant x NKCTHI - #RambutAkuKataAku - Dove serbu seribu - Dove Super Day Super Hair Class

From the differences, there are more campaigns and movements in Dove US. Dove US has more of anti-discrimination movements in comparison with Dove Indonesia such as race-based hair discrimination, another hair discrimination movement, and appearance hate. There are also more movements in the cyber area in Dove US, such as bringing real beauty to the real world and a mention about self-esteem in social media. In Dove Indonesia, they have a partnership with NKCTHI. NKCTHI stands for 'Nanti Kita Cerita tentang Hari ini', one of the famous films in Indonesia that does not exist in Dove US. They presented a campaign with a title 'Hari Ini Kita Cerita Tentang Perempuan', this campaign is about an Indonesian women's story that will become the inspiration of Dove deodorant's packaging. It is also found that there is totally different content within the same title such as 'Volumizing hair products' and the same title whose content changed partially such as in 'Dove Beauty Bar'.

Translation

In this website localization, there is not only adaptation. It is also found that there are parts that are directly translated. In the translation part, in total there are 145 data found. The translation techniques that are mostly used are a single technique such as amplification, borrowing, compensation, discursive creation, generalization, literal translation, modulation, particularization, reduction, and transposition.

Table 5. Single technique

Translation techniques	Dove US	Dove Indonesia
Amplification	Skin care	<i>Tips dan saran perawatan kulit</i>
Borrowing	Conditioner	Conditioner

Compensation	Use them to break a cycle of poor self-esteem or a preoccupation with appearance.	<i>Gunakan sarana dari kami untuk mematahkan siklus harga diri yang rendah dan perhatian yang berlebihan terhadap penampilan.</i>
Discursive Creation	About Dove	<i>Cerita Dove</i>
Generalization	Skin cleansing	<i>Perawatan kulit</i>
Literal translation	Do you want to boost your child's self-esteem?	<i>Apakah anda ingin meningkatkan harga diri anak anda?</i>
Modulation	Every image you see here features women cast from real life.	<i>Setiap foto yang kamu lihat di situs Dove menggambarkan kecantikan asli wanita.</i>
Particularization	Find something for your hair	<i>Temukan solusi tepat untuk rambutmu</i>
Reduction	Explore tips & How to	<i>Tips dan cara penggunaan</i>
Transposition	Use our confidence tips, activities, and discussion topics to help get young people talking about body image.	<i>Gunakan tip, aktivitas dan topik diskusi dari kami untuk membantu remaja membicarakan tentang gambaran tubuh.</i>

Amplification technique means adding details that do not exist in source text. The data of amplification are in the context of the same keywords 'explore tips and how to' in Dove US and 'Tips dan cara penggunaan' in Dove Indonesia. In Dove US, the source text is only stating 'Skin care'; however, in Dove Indonesia's website, it is translated to 'tips dan saran perawatan kulit'. The translation is adding the 'tips dan saran' that does not exist in the source text.

The example of borrowing is the word 'conditioner' is still used as it is in the translation in Dove Indonesia's website and it is left as it is as 'conditioner', without any change. Borrowing means taking the language straight from the source language.

Compensation technique is used when there is no counterpart in the target text. From this data, 'them' is compensated as 'sarana dari kami', as there is no counterpart for the object 'them' in Indonesian, the possible translation is 'mereka', which in Indonesian is used for people only.

From the data above, 'About' is translated to 'cerita'. This translation is using equivalence while the equivalence is out of the context, and it is not a direct translation of 'about'. 'Cerita' has no direct correlation with 'about'. Thus, since discursive creation means using out of context translation, this data is using discursive creation translation technique.

Generalization technique uses a more general term. From the data above, 'Skin cleansing' is generalized into 'perawatan kulit'; skin care includes the act of cleansing the skin. Translation makes the target text have a broader term.

The words from Dove US are directly translated word by word without any reduction or addition. As it is translated directly without any change, it is included in literal translation, since literal translation is translating the words directly by their dictionary definition.

The change in point of emphasis is the example of modulation. In Dove US, the point of emphasis is featuring 'women' or precisely 'women that are from real life'. However, in the translation, the text structure is changed and the emphasis is on featuring 'kecantikan' or precisely 'kecantikan asli wanita'.

The particularization technique makes the words in the source text more precise than the target text. In the context of the same 'explore solutions' in Dove US and 'Cari solusi' in Dove Indonesia. In this data, the word 'something' is translated to 'solusi tepat'. Something itself is a very broad word that can include anything, and then in Dove Indonesia, it is particularized into 'solusi tepat' in which it has narrower meaning. Thus, this data is included in particularization technique as the word becomes more precise than the source text or Dove US.

In the reduction technique Dove US provides more information compared to the text in Dove Indonesia. The word 'explore' is not translated in Dove Indonesia. The word 'explore' is removed in the Dove Indonesia. However, the other part is still translated as it is. This kind of partial removal is included in the reduction technique as it is about reducing partial information in the target language.

In transposition technique the translation translates plural nouns into a single noun. It can be seen from 'tips' that is translated into 'tip', activities that is translated into 'aktivitas', and discussion topics into 'topik diskusi' This change of nouns is included in transposition technique as it is about a change in grammar.

Duplet technique is only used in two data which includes compensation and borrowing & reduction and amplification.

Table 6. Duplet technique

Translation techniques	Dove US	Dove Indonesia
Compensation and Borrowing	...the home of real beauty	<i>arti dari The Real Beauty yang sebenarnya</i>

In this data, there are two translation techniques that are used. First, the translation of 'real beauty' that is still translated to 'the real beauty', is taken directly from the source language. Then, the translation of 'home' that is translated to 'arti... yang sebenarnya', home is not translated as it is and there is no equivalent counterpart in Indonesian since home does not mean 'rumah' in terms of building. Thus, it is compensated into 'arti... yang sebenarnya'. Therefore, since the translation is taken directly from the source text, it uses borrowing technique. Then, since the translation compensates for the meaning, it uses compensation technique.

CONCLUSION

Dove Indonesia's website is highly localized. The localization of Dove Indonesia's website consists of adaptation and translation. Translation is important as it is also part of the localization. There are parts in the data that are unchanged and directly translated or changed with only partial adaptation. The translation techniques used are single and duplet techniques.

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