

**TABLE OF CONTENTS**

Inside Cover Page .....	i
Inside Title Page.....	ii
Degree Requirement.....	iii
Declaration Page .....	iv
Approval Sheet.....	v
Acknowledgements .....	vi
Dedication Page and Epigraphs .....	vii
Table of Contents .....	viii
List of Tables.....	x
List of Figures .....	xi
Abstract .....	xii
Abstrak .....	xiii
CHAPTER I Introduction .....	1
1.1. Background of the Study .....	1
1.2. Research Questions .....	5
1.3. Objectives of the Study .....	5
1.4. Significance of the Study .....	5
1.5. Definition of Key Terms .....	6
CHAPTER II Literature Review .....	7
2.1. Theoretical Framework .....	7
2.1.1. Nord's Translation-Oriented Text Analysis .....	7
2.1.2. Localization of Website Contents.....	10
2.1.3. Cultural Adaptation in Localization of Website Contents.....	12
2.1.4. Cultural Dimensions of Indonesia .....	16
2.2. Review of Related Studies .....	20
CHAPTER III Research Method .....	23
3.1. Research Approach.....	23
3.2. Data Sources .....	24
3.3. Scope and Limitation.....	26
3.4. Techniques of Data Collection .....	27
3.5. Techniques of Data Analysis.....	28
CHAPTER IV Results and Discussion .....	30
4.1. Localization .....	30
4.1.1. Extratextual Analysis.....	32
4.1.1.1. Sender.....	32
4.1.1.2. Sender's Intention .....	34
4.1.1.3. Addressee .....	35
4.1.1.4. Medium .....	37

4.1.1.5. Place .....	38
4.1.1.6. Time .....	39
4.1.1.7. Motive .....	40
4.1.1.8. Intended Text Function .....	41
4.1.2. Intratextual Analysis .....	42
4.1.2.1. Subject Matter .....	42
4.1.2.2. Content .....	45
4.1.2.3. Presuppositions .....	48
4.1.2.4. Composition .....	50
4.1.2.5. Nonverbal Elements .....	53
4.1.2.6. Lexis .....	56
4.1.2.7. Sentence Structure .....	59
4.1.2.8. Suprasegmental Features .....	61
4.1.3. Elaboration of Localization Practice .....	62
4.2. Cultural Adaptation in Localization .....	64
4.3. Interpretation .....	69
CHAPTER V Conclusion .....	73
References .....	75

## LIST OF TABLES

<b>Table 2.1</b>	Preferences of Website Features Influenced by Power Distance Index (PDI) – Part one.....	13
<b>Table 3.1.</b>	Summary of Data Sources.....	25
<b>Table 4.1</b>	Website Features Correspond with Indonesian Culture.....	65

## LIST OF FIGURES

<b>Figure 4.1</b> Homepage's header (ST).....	31
<b>Figure 4.2</b> First heading of Lifebuoy's main content (TT).....	31
<b>Figure 4.3</b> Image on Dove's header in the ST and the TT.....	49
<b>Figure 4.4</b> Top navigational elements (ST).....	53
<b>Figure 4.5</b> Top navigational elements (TT).....	53
<b>Figure 4.6</b> Sidebar and "back" button on webpages for brand sections.....	54
<b>Figure 4.7</b> Image on Homepage's footer in the ST and the TT.....	55
<b>Figure 4.8</b> Image on Homepage's mini game (TT).....	56
<b>Figure 4.9</b> Image on Homepage's Sariwangi brand section (TT).....	67