

CHAPTER I

INTRODUCTION

1.1. Background of the Study

For the purpose of gaining more profit and increasing their competitiveness during globalization era, multinational companies (MNCs) provide their products or services in many languages (Huang 2019). In the field of translation, Lingo Systems and American Translators Association (2002) define the practice as localization, an act of adjusting a product in order to bring an experience like it is created by a native of the target market. Indonesia is one of the countries to which numerous MNCs practice localization. It happens because Indonesia is the fourth most populous country in the world which in turn serves a massive market. Moreover, Niode (2009) said that its concern on internal consumption rather than on export can be a factor for it to be considered as a promising market for MNCs.

Localization practice is not a mere transfer of linguistic strings from one language into another. According to Hariyanto (2015), adaptation or adjustment to local conventions also needs to be taken into account for the localized products to be easily accepted by the target locale. Similarly, Popova and Stepanova (2018) argued that by considering the cultural aspects, including the cultural realities, religious considerations, and socio-economic environment of the target locale, an effective localization practice can be achieved. It should be noted, hence, that cultural adaptation plays a crucial role in localization to conform to the different cultural society from which the target locale comes.

Nowadays, website is considered as the frequently-used medium to conduct localization. Adams (2015) stated that the use of digital media for localization, including websites, is preferred because they are more easily accessed and are able to build a relationship with the target locale. Further, Lee (2009) explained that website is of the common medium of localization as a result of the moving marketing pattern which manages to gain more consumers by reaching out both real and virtual worlds.

Unilever is one of the MNCs that conducts localization on website contents as seen on its latest global campaign entitled “Every U Does Good” and the localized Indonesian version, “*Setiap U Beri Kebaikan*”. Although both versions of the campaign are also aired as short video commercials on TV and Youtube after they are published on websites, this study only focuses on the ones in form of website contents. The English or the original version was published on Unilever global website on September 11, 2018, while the Indonesian version was published on Unilever Indonesia local website on July 19, 2019. For this matter, Unilever has a global and several local websites for numerous countries, one of which is for Indonesia. The contents of these websites differ regardless of the fact that both are owned by the company. However, the content difference on its recent global campaign is an exceptional as it is available on the global and local websites by means of localization.

Based on the aforementioned explanation, this study attempts to elaborate how localization is conducted on “Every U Does Good” campaign as a website content in relation to cultural adaptation. It is worth noting that Unilever has

regularly created campaigns as well as the localized Indonesian versions to be published as website contents. Prior to “Every U Does Good”, Unilever introduced a global campaign entitled “Bright Future” four years ago with the Indonesian version given the same name. When it comes to its recent global campaign, it is only localized into five countries, which are Indonesia, South Africa, Poland, Brazil and India.

In this regard, several studies have discussed localization, ranging from games localization (Costales 2012; Mangiron 2018), advertisement localization (Akhmadi 2017), and tourist brochure localization (Kristensen 2002). Some other studies also deal with localization of website contents which are Lee (2009), Jimenez-Crespo (2012), and Popova and Stepanova (2018). In this case, companies’ websites are mostly discussed because localization is particularly conducted on such media (Lee 2009; Popova & Stepanova 2018). They further agreed that in localization, the same value has to be maintained, while at the same time, cultural adaptation should also be considered.

The aforementioned studies employ a large amount of data and discuss the transformations that occur as affected by the target culture by comparing both versions of the website contents. However, they do not provide a profound analysis of the original and the localized versions of the website contents. Moreover, they merely concern on general cultural characteristics of the target countries in explaining the cultural adaptation, for example Popova and Stepanova (2018) said that there are more superlative adjectives and descriptive definitions on the localized Russian website of Peugeot than on its global website in French because

the culture in France leads its people to be less expressive and reticent which affects their language use.

This study, therefore, attempts to present a more detailed analysis with only one case used as the data and to describe whether the localized website content conforms to the target culture based on more specific and measurable cultural characteristics, namely cultural dimensions. In this case, the homepage of both versions of “Every U Does Good” campaign and webpages for Rexona, Lifebuoy, and Dove in the campaign are chosen as the data of this study.

In the aim of presenting a profound description of the original and the localized Indonesian versions of the campaign, the data are analyzed using Nord (2005)’s translation-oriented text analysis. This theory is used as a tool to elaborate the extratextual and intratextual factors (“around” and “in” the translation) of the original and the localized Indonesian versions. Extratextual factors deal with the situations outside the text, while intratextual factors are about the verbal and nonverbal elements within the text.

Thereafter, the characteristics of the localized Indonesian version, in terms of the extratextual and intratextual factors, are analyzed using Cermak and Smutny (2018)’s framework for cultural adaptation in localization of websites. This framework considers Hofstede, Hofstede and Minkov (2010) and Hall (1976)’s cultural dimensions’ influence on website features, such as the structure of the content, language use, design, and colors. The analysis of cultural adaptation using this framework reveals whether the localized Indonesian version conforms to Indonesian culture, or the other way around.

1.2. Research Questions

1. How do the extratextual and intratextual factors of both versions of “Every U Does Good” campaign present the localization practice based on Nord (2005)’s translation-oriented text analysis?
2. How does the localization of “Every U Does Good” campaign as a website content relate to Indonesian culture based on Cermak and Smutny (2018)’s Framework?

1.3. Objectives of the Study

1. To elaborate the localization practice of “Every U Does Good” campaign by describing the extratextual and intratextual factors of both versions of the campaign based on Nord (2005)’s translation-oriented text analysis.
2. To describe the cultural adaptation in the localization of “Every U Does Good” campaign as a website content based on Cermak and Smutny (2018)’s Framework.

1.4. Significance of the Study

This study, theoretically, is useful for the field of translation studies as it shows that Nord (2005)’s functional theory of translation, namely Translation-Oriented Text Analysis, is suitable for any kind of texts, unexceptionally website contents, which make it a good option for other researchers dealing with translation analysis. Moreover, this study presents information for further research in the topic of website content localization as a topic that is of high interest nowadays, yet it has not been discussed yet in English Department of Universitas Airlangga.

Practically, this study provides insight of localization processes for MNCs who intend to conduct localization on website contents for their target countries, especially Indonesia. In addition, this study is expected to be a guidance for translation and localization agency in undertaking efficient website content localization for Indonesian audiences, regarding what elements should be changed or preserved and which cultural aspects should be outweighed in the localized texts.

1.5. Definition of Key Terms

Website content	: Contents of a website, varying from text, graphic materials, hyperlinks, and advanced engineering features (Lingo Systems and American Translators Association 2002).
Localization	: An act of adapting a product or a content linguistically and culturally for a specific locale or market (Globalization and Localization Association or GALA 2015).
Target locale	: A combination of language and culture to which a product is intended (Hariyanto 2015).
Nord's Translation-oriented text analysis	: A functional theory of translation proposed by Nord dealing with extratextual factors, intratextual factors, and hierarchical of the problems (Nord 2005).
Cultural Dimensions	: Aspects of a culture or a phenomenon that can be measured relative to other cultures (Hofstede, Hofstede and Minkov 2010)
Source Text (ST)	: A text to be translated (Palumbo 2009).
Target Text (TT)	: A translated text or a translation product (Palumbo 2009)