EXPRESSIVE ADAPTATION IN LOCALIZATION OF ENGLISH E-COMMERCE APPLICATION'S ACCOUNT PAGE INTO BAHASA INDONESIA

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ABSTRACT

This is a research on how expressive adaptation, the level of expressive adaptation, and the sentence type of expressive adaptation in the localization of e-commerce application's account page. The method used in this study is qualitative method. This study aims to describe the expressive adaptation, the level of expressive adaptation, and the sentence type of expressive adaptation in the localization of e-commerce application's account page. The result shows that the expressive adaptation composes 38% of all localization, the level of expressive adaptation is mostly in the level of word, and the sentence type of expressive adaptation is mostly in imperative sentence.
Keywords: localization, expressive adaptation, e-commerce

INTRODUCTION

In this digital era, the use of local language to the target (local users) known as localization is utilized online. This allows internet users to receive the understanding through their own language in online media such as website and application. Besides, the online media can have more internet users worldwide to understand their message as the internet users are not only from the country where the online media is firstly established but also from various countries.

Localization presents us the result in the target language. According to Jimenez-Crespo (2013), in TS (Translation Studies) terms, localization can be defined as "a target oriented translation type" (i.e. as a subtype of translation) with a communicative rather than an equivalence purpose. Although there is more communicative purpose, the equivalence purpose can be found in the localization. The equivalence covers the relation between the source language and target language. Cuellar (2002) states that equivalence is defined as a relation that holds between a Source Langue (SL) text and a Target Language (TL) text.

Text in a number of online media such as websites programs can be set up to a local language. Liubiniene dan Mykolaityte (2007) explains that localization can be defined as translation applied to electronic documents: websites programs, etc. In this explanation, e-commerce applications utilizing the local language in their electronic text apply localization.

According to Bielsa (2005) transparency and invisibility also characterise the role of translation in globalisation and the conception of instantaneous communication, of the unimpeded transmission of information flows, implies translation's invisibility and, at the same time, places new demands on translation.

Initially, several e-commerce started their applications in English. Following the growth of their business and product, they have buyers from a number of countries including Indonesia and release their applications in Bahasa Indonesia. Based on Localization Industry Standards Association (2003), localization is taking a product and making it linguistically and culturally appropriate to the target locale (country/region and language) where it

will be used and sold. To have the companies' information globally accessible becomes the companies' need, and results more and more websites are translated (Rike, 2008).

Hariyanto (2014:30) states that as translation is basically linguistically the same for any types of text, website translation can also make use of the theory of translation procedures, techniques, or strategies. In terms of linguistic, there is no difference among types of translation text. Both non online media and online media use language in their text. Therefore, localization in application is able to use theory of translation procedures, techniques, or strategies.

Prakoso (2010) finds that the translation techniques used by the translator in translating the friendster.com are translation shifts, literal translation, naturalization, borrowing or borrowing plus explanation, addition, and free translation. As same as other websites apply localization, Friendster has their translation version of source language text.

Electronic commerce, commonly written as E-Commerce, is the trading in products or services using computer networks, such as the internet (Kutz, 2006). The following definition is more specific. According to Ohene-Djan (2008), electronic commerce, or e-commerce, is defined to be the process of businesses trading with other businesses and the formulation of internal processes using electronic links. Definitely, with the internet especially the electronic links in the internet, e-commerce is accessible. The born of ecommerce leads companies or organizations to conduct businesses in different way.

Each e-commerce application including Alibaba has the account page or the user's page. A user of e-commerce application is able to manage his/her information by accessing the account page. The account page also eases the user to have more control in terms of the order. In account page, the user's order is presented in detail information such as the date of shipping, the expected date of arrival, the history of order etc.

To reach the user in communicative way, an e-commerce application should give attention to the text presented especially localization in the account page. Therefore, the researcher conducts the study on expressive adaptation in localization of English e-commerce application's account page into Bahasa Indonesia.

Lubiniene and Mykolaityte (2007) conducted analysis of thirty six (36) websites. They focus on English into Lithuanian, and conclude that three most important aspects to be taken into account during the process of the website localization, namely: linguistic adaptation, visual design and cultural adaptation. Hariyanto (2019) took a study on website translation of luxury car's marketing and found that there is only adaptation of information content, but no adaptation of main message and illustration. He explained that the three types of linguistic adaptation consist of pragmatic adaptation, semantic adaptation, and expressive adaptation. With these two studies, adaptation attaches to website translation or localization itself.

According to Hariyanto (2019) the last and the most number of type found are expressive adaptation. He also states that expressive adaptation is the change of literal translation in translation version on website with the purpose to maintain the expression of a sentence. In addition, the changes are in various level: word, phrase, and clause.

The purpose of this study is to describe the expressive adaptation, the level of the expressive adaptation, and the sentence type of the expressive adaptation in localization of e-commerce

application's account page. In addition to the purpose, the source of data differs this study to the previous studies. This study collects data from e-commerce application's account page. Meanwhile, the previous studies collect data from websites.

RESEARCH METHOD

This research used qualitative method and collected data both English and its translation in bahasa Indonesia. The collected data was from e-commerce application's account page Alibaba. This data consisted of sentences in English and their translation in bahasa Indonesia.

The data collection was started from gathering English sentences and their translation to the seperated column of a table. Thereafter, the researcher marked translation identified as expressive adaptation. With the completed identification, the researcher found the level of expressive adaptation. The final stage was finding out the sentence type of the expressive adaptation.

RESULT AND DISCUSSION

The result of this study consists of three findings. The first finding is 22 (38%) expressive adaptations found of 58 sentences in the e-commerce application's account page. The second finding states that the level of expressive adaptation is mostly in the level of word as the level of word has 17 expressive adaptations. Meanwhile the level of phrase has 3 expressive adaptations, and clause has 2 expressive adaptations. The third finding is that the sentence type of expressive adaptations is mostly imperative sentences as they are 18 sentences. The other types are declarative sentences, and interrogative sentence in the same number respectively. The declarative sentences are 2 sentences and the interrogative sentences are also 2 sentences.

Observing the result of this study, adaptation that also found by Lubiniene and Mykolaityte (2007) seem inseperable from translation on the computer network. The whole message information or not literally translated is the goal of adaptation itself to deliver the local language as communicative as possible. Hariyanto (2019) states the last and the most number of adaptation type found are expressive adaptation.

Expressive Adaptation

There are 22 expressive adaptations found of 58 sentences in the e-commerce application's account page. Based on this data, the expressive adaptation composes all localization of 38% presented in chart 1.
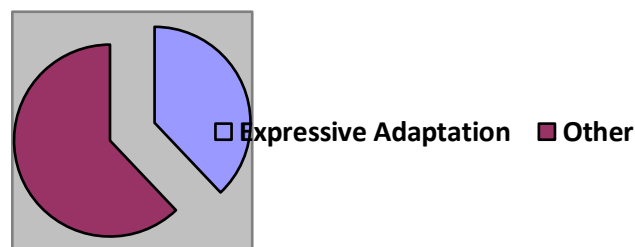

Figure 1 The Chart of Expressive Adaptation

Tabel 1.
Example of Expressive Adaptation

Source Text	Literal Translation	Localization/ Translation in Application
Quickly tell us about the issue	Dengan cepat memberitahu kami tentang masalah tersebut	Cepat beri tahu kami tentang masalah tersebut

Tabel 2.
Example of Expressive Adaptation

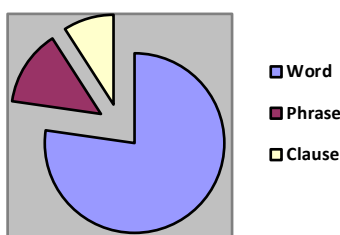| Source Text	Literal Translation	Localization/ Translation in Application
Suggest an app feature	Saran fitur aplikasi	Sarankan fitur aplikasi

Figure 2 The Chart of Level of Expressive Adaptation

Tabel 3.
Example of Expressive Adaptation in Level of Word

Source Text	Literal Translation	Localization/ Translation in Application
Get more accurate recommendations based on what you sell	Dapat rekomendasi yang lebih akurat berdasarkan apa yang Anda jual	Dapatkan rekomendasi yang lebih akurat berdasarkan apa yang Anda jual

Tabel 4.
Example of Expressive Adaptation in Level of Word

Source Text	Literal Translation	Localization/ Translation in Application
Enter your online shop web address	Masuk alamat web toko online Anda	Masukkan alamat web toko online Anda

Tabel 5.
Example of Expressive Adaptation in Level of Phrase

Source Text	Literal Translation	Localization/ Translation in Application
Up to 5 addresses can be saved here and you can edit them anytime you want	Hingga 5 alamat dapat disimpan di sini dan Anda dapat mengedit mereka kapan saja Anda mau	Hingga 5 alamat dapat disimpan di sini dan Anda dapat mengeditnya kapan pun

Tabel 6.
Example of Expressive Adaptation in Level of Phrase

Source Text	Literal Translation	Localization/ Translation in Application
Quickly tell us about the issue	Dengan cepat memberitahu kami tentang masalah tersebut	Cepat beri tahu kami tentang masalah tersebut

Tabel 7.
Example of Expressive Adaptation in Level of Clause

Source Text	Literal Translation	Localization/ Translation in Application
How much did you spend on sourcing in the past 12 months?	Berapa banyak yang Anda habiskan untuk pengadaan dalam 12 bulan terakhir?	Seberapa sering Anda Memasukkan Barang?

Tabel 8.
Example of Expressive Adaptation in Level of Phrase

Source Text	Literal Translation	Localization/ Translation in Application
Add new address	Tambah alamat baru	Tambahkan Alamat Pengiriman
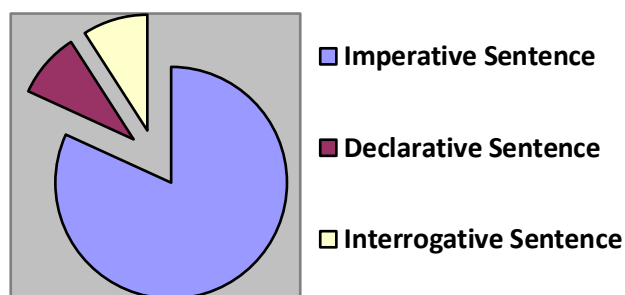
Figure 3 The Chart of Sentence Types of Expressive Adaptation

- Imperative Sentence
- Declarative Sentence
- Interrogative Sentence

Tabel 9.
Example of Expressive Adaptation in Imperative Sentence

Source Text	Literal Translation	Localization/ Translation in Application
Please describe a feature here	Tolong menggambarkan fitur di sini	Jelaskan fitur di sini

Tabel 10.
Example of Expressive Adaptation in Imperative Sentence

Source Text	Literal Translation	Localization/ Translation in Application
Add new address	Tambah alamat baru	Tambahkan alamat baru

Tabel 11.
Example of Expressive Adaptation in Declarative Sentence

Source Text	Literal Translation	Localization/ Translation in Application
Seems like you haven't saved any address yet	Sepertinya Anda belum menyimpan alamat apa pun	Sepertinya Anda belum menyimpan alamat satu pun

Tabel 12.
Example of Expressive Adaptation in Declarative Sentence

Source Text	Literal Translation	Localization/ Translation in Application
Up to 5 addresses can be saved here and you can edit them anytime you want	Hingga 5 alamat dapat disimpan di sini dan Anda dapat mengedit mereka kapan saja Anda mau	Hingga 5 alamat dapat disimpan di sini dan Anda dapat mengeditnya kapan pun

Tabel 13.
Example of Expressive Adaptation in Interrogative Sentence

Source Text	Literal Translation	Localization/ Translation in Application
What are you sourcing?	Apa yang Anda adakan?	Apa yang Anda cari?

Tabel 14.
Example of Expressive Adaptation in Interrogative Sentence

Source Text	Literal Translation	Localization/ Translation in Application
How much did you spend on sourcing in the past 12 months?	Berapa banyak yang Anda habiskan untuk pengadaan dalam 12 bulan terakhir?	Seberapa sering Anda Memasukkan Barang?

Both literal translation and localization have the same meaning, but their styles of expression are different. Localization provides the message of whole sentence, not word per word such as literal translation. In addition, localization strives to use expressive words.

The phrase **Dengan cepat memberitahu**... is changed to **Cepat beri tahu**... that uses expressive words. Therefore, the localization **Cepat beri tahu kami tentang masalah tersebut** refers to expressive adaptation.

The word **Saran**... is changed to **Sarankan**... that uses expressive words. Therefore, the localization **Sarankan fitur aplikasi** refers to expressive adaptation.

Level of Expressive Adaptation

The expressive adaptations found covers of 3 levels: word, phrase, and clause. The most number places the expressive adaptation in the level of word that is 17 expressive adaptations. In the level of phrase, there are 3 expressive adaptations. Meanwhile, there are 2 expressive adaptations in the level of clause.

Level of Word of Expressive Adaptation

The level of word places the most number of expressive adaptation found. There are 17 words of 22 expressive adaptations. This covers 78% of expressive adaptations.

The word **Dapat**... is changed to word **Dapatkan**... that use expressive words. The localization **Dapatkan rekomendasi yang lebih akurat berdasarkan apa yang Anda jual** refers to expressive adaptation. This localization has expressive adaptation in the level of word **Dapatkan**.

The word **Masuk**... is changed to word **Masukkan**... that use expressive words. The localization **Masukkan alamat web toko online Anda** refers to expressive adaptation. This localization

has expressive adaptation in the level of word **Masukkan**.

Level of Phrase of Expressive Adaptation

The level of phrase has the same number of the level of clause in expressive adaptation found. There are 3 phrases of 22 expressive adaptations. This covers 13% of expressive adaptations.

The phrase ...**kapan saja Anda mau** is changed to phrase ...**kapan pun** that uses expressive words. The localization **Hingga 5 alamat dapat disimpan di sini dan Anda dapat mengeditnya kapan pun** refers to expressive adaptation. This localization has expressive adaptation in the level of phrase ...**kapan pun**.

The phrase **Dengan cepat memberitahu**... is changed to phrase **Cepat beri tahu**... that uses expressive words. Therefore, the localization **Cepat beri tahu kami tentang masalah tersebut** refers to expressive adaptation. This localization has expressive adaptation in the level of phrase **Cepat beri tahu**....

Level of Clause of Expressive Adaptation

The level of clause has the same number of the level of phrase in expressive adaptation found. There are 2 clauses of 22 expressive adaptations. This covers 9% of expressive adaptations.

For instance: The clause **Berapa banyak yang Anda habiskan untuk pengadaan dalam 12 bulan terakhir** is changed to clause **Seberapa sering Anda memasukkan Barang?** that use expressive words. The localization **Seberapa sering Anda Memasukkan Barang?** refers to expressive adaptation. This localization has expressive adaptation in the level of clause **Seberapa sering Anda Memasukkan Barang?**.

The clause **Tambah alamat baru** is changed to clasue **Tambahkan Alamat Pengiriman** that uses expressive words. Therefore, the localization **Tambahkan Alamat Pengiriman** refers to expressive adaptation. This localization has expressive adaptation in the level of clause **Tambahkan Alamat Pengiriman**.

Sentece Type of Expressive Adaptation

The expressive adaptations found consist of 3 sentence types: declarative sentence, imperative sentence, and interogative sentece. The most number of expressive adaptation is in the type of imperative sentence (18 sentences). Declarative sentence (2 sentences) and interrogative sentence (2 sentences) are in the same number of expressive adaptations.

Imperative Sentence of Expressive Adaptation

The imperative sentence places the most number of expressive adaptation found. There are 18 sentences of 22 expressive adaptations. This covers 82% of expressive adaptations.

The phrase **Tolong menggambarkan**... is changed to **Jelaskan**... that use expressive words. The localization **Jelaskan fitur di sini** refers to expressive adaptation. This is also an imperative sentence as it makes a request.

The word **Tambah**... is changed to **Tambahkan**... that use expressive words. The localization **Tambahkan alamat baru** refers to expressive adaptation. This is also an imperative sentence as it makes a request.

Declarative Sentence of Expressive Adaptation

The declarative sentence has the same number of the interrogative sentence in expressive adaptation found. There are 2 sentences of 22 expressive adaptations. This covers 9% of expressive adaptations.

For instance: The phrase ...**apa pun** is changed to ...**satu pun** that use expressive words. The localization **Sepertinya Anda belum menyimpan alamat satu pun** refers to expressive adaptation. This is also a declarative sentence as it delivers a statement.

The phrase ...**kapan saja Anda mau** is changed to ...**kapan pun** that uses expressive words. Therefore, the localization **Hingga 5 alamat dapat disimpan di sini dan Anda dapat mengeditnya kapan pun** refers to expressive adaptation. This is also a declarative sentence as it delivers a statement.

Interrogative Sentence of Expressive Adaptation

The interrogative sentence has the same number of the declarative sentence in expressive adaptation found. There are 2 sentences of 22 expressive adaptations. This covers 9% of expressive adaptations.

For instance: The word ...**adakan** is changed to ...**cari** that use expressive words. The localization **Apa yang Anda cari?** refers to expressive adaptation. This is also a declarative sentence as it asks an information.

The clause **Berapa banyak yang Anda habiskan untuk pengadaan dalam 12 bulan terakhir** is changed to **Seberapa sering Anda memasukkan Barang?** that use expressive words. The localization **Seberapa sering Anda Memasukkan Barang?** refers to expressive adaptation. This is also a declarative sentence as it asks an information.

CONCLUSION AND SUGGESTION

In localization of ecommerce application's account page, expressive adaptation could be applied to maintain

the the expression of a sentence. The sentence with expressive adaptation has expressive word and more communicative compared to literal translation. Also, adaptation is proven in all levels: word, phrase, and clause. There is no certain limitation in adaptation.

It is suggested that to transfer the meaning especially in the internet network or localization, the whole message could be transferred with maintaining the expression of a sentence by expressive adaptation. The researcher also suggests the following research in terms of localization to discuss the expressive adaptation with diction approach as expressive adaptation has expressive word.

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