

Translating Fashion: Rendering Adidas Accessory Descriptions from English into Indonesian

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ABSTRACT

Translation in the fashion industry is quite appealing to discuss since there will be some terminologies that might not have an equivalence in the target language. In addition, the fashion industry has broadened its reach to consumers through various media, including magazines, TV stations, and websites. Thus, this paper aims to examine the translation strategies employed on the website of a famous global brand, Adidas. To enable consumers to access information, the website offers various language options. This paper focuses on the English and Indonesian versions by looking at and comparing the English and Indonesian domains. This paper focuses on men's and women's accessories because fashion is also a part of adornment. The research employed a descriptive qualitative method, which aimed to describe a phenomenon, in this case, fashion translation. It was conducted by collecting the English and Indonesian versions of specifications for men's and women's accessories. This part was chosen because it contained rich data for analysis. Then, the researchers identified the translation strategies based on Chesterman's theory. Based on the analysis, the most frequent translation strategy to use is literal translation, which belongs to syntactic category. This finding shows that the fashion terms are translated literally as the data are in form of phrase, so the syntactic changes are needed to be done in order to gain the closest equivalence and to maintain the specific nuance of a commercial product.

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1. Introduction

General translation theories serve as a foundation for understanding how meaning is conveyed across languages and contexts. However, in today's rapid development of information technology, the advancement of translation has also become significant. Localization, which includes website translation, is essential for developing customized digital experiences tailored to a diverse range of consumers. To create websites that are both culturally relevant and easy to use, it is crucial to understand the broader implications of localization, which extend beyond mere translation, as the digital landscape continues to evolve. The translation and modification of material for specific local markets is known as web localization (Jiménez-Crespo, 2013). The significance of localization theory in developing culturally relevant digital experiences has been emphasized by recent research, which highlights that modifying website for specific locations involves more than just text translation. In today's interconnected world, companies are utilizing the internet to expand their reach to a wider audience. As a result, it is now crucial for businesses to localize their websites to cater to a diverse range of markets and linguistic preferences. One of the world's top sportswear companies, Adidas, understands the value of translation tactics in expanding its audience and successfully interacting with consumers. Adidas offers a wide range of accessories, including watches, caps, socks, purses, and more. In addition to being useful, these goods showcase the brand's dedication to style, quality, and innovation. To ensure a

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seamless user experience and drive sales across various regions, the precise and efficient translation of product descriptions, specifications, and other related information is crucial. Understanding the translation tactics employed by a multinational corporation like Adidas can provide valuable insights for other companies seeking to expand their global presence. Businesses can enhance their brand reputation, foster closer relationships with consumers, and ultimately increase sales and revenue by tailoring content to local markets. It has been demonstrated that localizing international businesses through the use of culturally significant festivals and local media outlets may successfully affect customer loyalty (Fan, 2024).

This research paper aims to explore the translation strategies employed by Adidas for the translation of accessories items on its official website. Translation strategies are the procedures, conscious or unconscious, verbal or nonverbal, used by the translator to solve problems that emerge when carrying out the translation process with a particular objective in mind (Molina & Albir, 2002). Strategies are part of translation process that occur in the translator's mind, while the realization of the strategies in the target text (TT) is called translation techniques. On the other hand, Chesterman (2016) defines translation strategies as the operations a translator may do when he formulates the TT. Chesterman divides translation strategies into three major categories namely syntactic strategies, semantic strategies, and pragmatic strategies. He further states that they are forms of explicit textual manipulation and are directly observable from the translation product or target text (TT) when compared with the source text (ST). This kind of strategies is called production strategy. By analyzing the translation strategies, we can gain insights into the company's efforts to adapt their content to diverse linguistic and cultural contexts while maintaining a consistent brand image. The translation strategies employed by Adidas likely involve a Machine Translation (MT), which offers speed and efficiency, particularly for large volumes of content.

A study focusing on machine translation was conducted by Sipayung et al. (2021); the research examined translation techniques performed by Google Translate and U-Dictionary. In that research, the researchers used Molina and Albir's theory of translation techniques. The results showed that Literal Translation has the most occurrences in both machines. Meanwhile, a study conducted by Mustofa et al., 2025 focused on comparing YouTube platform's Auto Translation feature and the Generative Pre-Training Transformer (ChatGPT) utilized to translate a speech in Arabic. This speech was delivered by Deputy Minister of Foreign Affairs Anis Matta at the Organization of Islamic Cooperation (OIC) Summit, which took place in Riyadh, Saudi Arabia, on November 11, 2024. The study revealed that Transcription or direct transfer was the most frequently used strategy by both Auto Translation and ChatGPT. In addition, a study conducted by Syahputra et al. (2022) which focused on translation techniques in a commercial break advertisement. In the research, the theory proposed by Molina and Albir was used to analyze translation techniques, and reduction was the technique that occurs most frequently. Another study conducted by Pratiwi & Khatib (2021) about translation strategies in IT terms of Iphone and Samsung manual books; in that study, Chesterman's theory was used as the main theory to analyze the strategies, and Loan strategy had the most occurrences. In line with those studies, Fitria (2025) strengthened the argument that human translators offer higher accuracy, cultural sensitivity, and contextual appropriateness. Meanwhile, MT excels in speed and cost efficiency. The enhancement of naturalness of advertisement translation was brought into study by Jepri (2024) that revealed a tendency of localization and domestication strategies to be widely used in the analyzed advertisements. These strategies allowed global brands such as McDonald's, Nike, Sunsilk, and Coca-Cola to align their promotional messages with Indonesian collectivist values, family orientation, emotional closeness, and community-centered perspectives. The study of advertisement translation was also conducted by Ločmele (2021) which discovered that brand typology, brand positioning, and the target culture's perception of international brands have a significant impact on advertisement translation in Latvia. To preserve their market identity and cultural relevance, many brand types including prestige brands, global master brands, superbrands, and glocal brands, used various translation strategies. In order to make advertisements more acceptable and successful for Latvian audiences, the study also showed that advertisers employed a variety of translation techniques, such as adaptation by replacement, omission, sentence restructuring, addition, literal translation, synonym substitution, abstraction change, glocalization, and total replacement of the original text.

The previously mentioned research on translation mainly separates into two distinct domains, namely empirical evaluations of Machine Translation (MT) and Generative AI (GenAI) capabilities on

formal or technical texts, and human-driven cultural adaptation within commercial advertising. On one hand, automated translation studies, demonstrate that tools like Google Translate, ChatGPT, and platform-specific auto-translators mostly rely on literal translation, direct transcription, or loan strategies when processing speeches, general content, and technical manuals. As Fitria (2025) underscores, while MT offers unmatched speed and efficiency, human translators remain essential for achieving naturalness, cultural sensitivity, and contextual appropriateness. On the other hand, research on promotional media by Syahputra et al. (2022), Jepri (2024), and Ločmele (2021) reveals that successful advertising translation demands non-literal strategies including reduction, localization, domestication, and brand-aligned adaptation to navigate target culture perceptions, respect local values such as Indonesian collectivism, and preserve brand identity across international markets.

However, a critical gap remains at the intersection of these two domains; specifically, how commercial e-commerce copy, which must balance marketing objectives with scalable translation workflows, actually deploys literal versus adaptive strategies in practice. To address this empirical gap, this research paper aims to explore the translation strategies outlined by Chesterman that Adidas employs for translating accessory items on its official website. This study seeks to systematically identify and analyze these strategies in the context of Adidas accessories. Through this analysis, the research intends to demonstrate how translation strategies serve as essential tools for bridging linguistic and cultural gaps, ensuring clarity, and maintaining brand consistency on multilingual fashion websites.

2. Methods

To answer the research question, a qualitative research design was implemented. This approach allowed for an in-depth exploration and analysis of website translation strategies. The research involves a comprehensive review of relevant literature and case studies. In alignment with the epistemological framework proposed by Creswell (2014), the researchers served as the primary instrument for data collection and analysis. In qualitative inquiry, meaning is mediated through the researcher's analytical arguments rather than objective, automated metrics. By examining the source and target documents directly from the research object, the researchers could sensitively capture the stylistic, pragmatic, and semantic nuances embedded within the translated marketing and technical texts.

2.1. Data Collection

The data source for this study is the official global website of Adidas, specifically focusing on the parallel English (Source Language/SL) and Indonesian (Target Language/TL) localized interfaces. All web-based data were retrieved between June 2024 and October 2024. One of the data pairs is shown in the following figure.

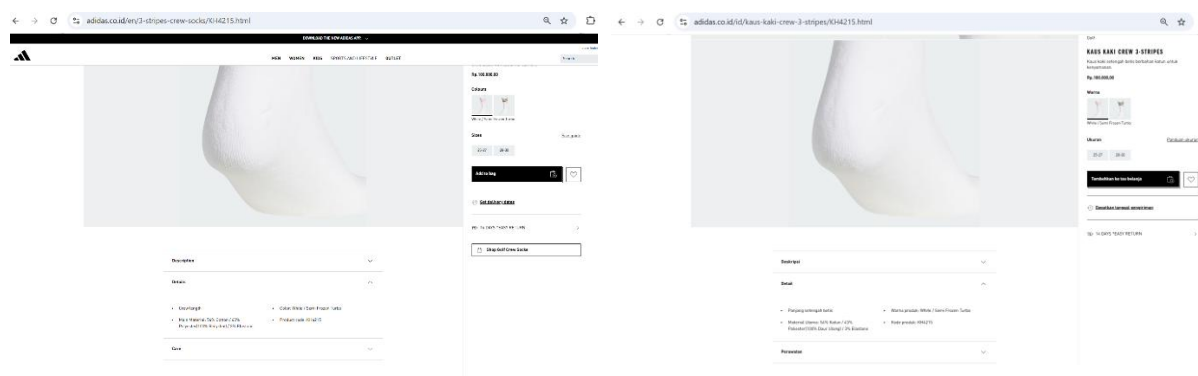


Figure 1. Data Screenshot from Adidas Website

Utilizing parallel web corpora is a foundational methodology in translation studies, as it necessitates a direct, paired comparison between the original text and its translated counterpart. The data extracted from this source consist of specific linguistic units, namely words and phrases, found within the product specifications of Adidas men's and women's accessories. These include item descriptions, materials, and functional features of products such as bags, hats, socks, and sports gear. Data collection for this study was strictly delimited to the category of accessories items. Through a purposive sampling method, a total of 60 pairs of bilingual words and phrases were successfully compiled during the research period. While future developments may yield an increased number of data points beyond this timeframe, the compiled data reached data sufficiency, providing a complete and representative foundation for the scope of this research. The process of gathering the linguistic pairs adhered to the qualitative framework of data condensation as conceptualized by Miles et al., (2014). Data condensation is not merely a preliminary sorting phase but an analytical choice where the researchers deliberately select, focus, simplify, abstract, and transform the raw data appearing in the field notes or documents.

During this phase, the researchers systematically browsed the accessories sections of both the English and Indonesian Adidas websites. Textual units that strictly reflected accessory items and their technical specifications were identified. Irrelevant website elements, such as user-interface buttons, promotional banners, privacy policies, and navigational menus, were excluded. By filtering out these peripheral texts, the researchers bounded the data strictly to the predetermined analytical criteria, resulting in the final 60 pairs of highly relevant bilingual phrases ready for systematic evaluation.

2.2. Research Procedure

The research was conducted throughout several steps. The initial step involved compiling and pairing the 60 selected words and phrases into a parallel corpus database, separating the English source texts from their corresponding Indonesian target texts. Afterwards, the researchers analyzed each pair using a structured classification table. Each translation unit was cross-referenced against theoretical indicators to identify the exact translation strategy employed by the translator. The researchers then performed a deep textual analysis. This involved describing the linguistic mechanisms of each strategy, explaining why certain shifts occurred, and evaluating how the original brand message was maintained or altered in the Indonesian version. Finally, the frequency of each strategy was calculated to identify overarching patterns. By synthesizing these findings, the researchers could determine the predominant translation tendencies utilized by Adidas in the website.

2.3. Data Analysis

In qualitative research, data analysis cannot be separated from data collection; in other words, data collection is an integral part of data analysis, as both steps are part of a cyclic pattern. In analyzing the data, the researchers examined the collected data to identify the translation strategies employed by the translator. The researchers used Chesterman's theory of translation strategies to classify the data. After analyzing the data, the researchers drew a conclusion about the most frequently used translation strategy on the website. The conclusion was used to indicate the tendency of using certain strategies in translating accessory items on the website.

3. Results and Discussion

The results of the research are described in the following table.

Table 1. Translation Strategies

Categories	Strategies	Number of Data
Syntactic	Literal	27
	Phrase Structure	16
	Change	
	Loan	10
	Calque	3
Pragmatic	Information Change	3
Semantic	Hyponymy	1
Total		60

3.1. Syntactic Strategies

According to Chesterman (2016), Syntactic strategies involve pure syntactic changes, while a semantic strategy manipulates meaning. This is the change which mainly related to lexical semantics and sometimes aspects of clause meaning such as emphasis.

3.1.1. Literal Translation

Literal translation is a strategy that belongs to syntactic strategies which involve pure syntactic changes; literal strategy results in target text that is maximally close to the SL form but is still grammatically correct. Literal translation is the most-frequently used strategy found in this research. Here are the examples of the literal translation found in the data:

Source Text (ST) : Dimensions
Target Text (TT) : *Dimensi*

In this instance, the plural English noun "dimensions" undergoes morphological nativization to become the singular Indonesian noun *dimensi*. This form-focused structural alignment illustrates Pierini's concept of "Full Translation" as explored by Diana et al. (2024). Under this model, the target language is conveyed without any cultural adaptation or stylistic modification. When localizing standardized product specifications (such as measurements, materials, and sizes), maintaining a direct and predictable translation is critical for facilitating user navigation, ensuring accurate search engine indexing, and preserving structured product databases. Another example of literal translation strategy is seen in the following datum.

Source Text (ST) : Slip-in pocket
Target Text (TT) : *saku selip*

The English compound noun "slip-in pocket" refers to an open pocket design engineered for quick, unobstructed access to personal items (keys or mobile phones). The target rendering *saku selip* operates as a direct word-for-word calque. While grammatically permissible, this direct transfer generates a distinct semantic mismatch in natural Indonesian syntax. The base word *selip* primarily functions as a verb signifying misalignment, misplacement, or getting stuck (e.g., *terselip*). Constructing *saku selip* as a nominal compound is not familiar to native Indonesian speakers who do not naturally describe pocket designs. In natural consumer-facing discourse, descriptive or functional terms such as *saku tanpa kancing* (buttonless pocket) or *saku terbuka* (open pocket) would be far more appropriate to describe the item's design.

This literal approach echoes the findings of Riecher (2023), who observed that novice translators tend to rely heavily on literal strategies when translating advertising and commercial texts. Riecher argues that although literal translations are grammatically correct, effective promotional copy requires strategic choices that successfully render the original communicative and persuasive intentions. By falling back on a literal, the localized Adidas text fails to capture the casual appeal of the original design. This tension becomes structurally complex when literal translation is coordinated with multiple modifiers in longer noun phrases, such as the following example.

Source Text (ST)	: Multiple front zip pockets and two side mesh slip-in pockets
Target Text (TT)	: <i>Beberapa saku beritsleting di depan dan dua saku selip berbahan mesh di samping</i>

In this datum, the translation of the phrase "multiple front zip pockets and two side mesh slip-in pockets" is *beberapa saku beritsleting di depan dan dua saku selip berbahan mesh di samping* in Indonesian. This phrase refers to a functional bag or garment design with several zippered compartments and side mesh pockets. While the translation is referentially accurate, the persistent replication of the literal calque *saku selip* alongside the untranslated material loan "mesh" shows a fragmented localization. Rather than evaluating the phrase as a single semantic unit, the automated system treats the segment as a series of isolated noun-phrase components, omitting the natural conversational register of Indonesian retail discourse to maintain database uniformity.

In another study, such as in research conducted by Angelina et al., (2020), literal translation is also found in the translation of cultural terms in the novel *And Then There Were None*. This strategy is found in the translation of the terms Salisbury Plain into *dataran Salisbury*, and motor-boat into *perahu motor*. Literal translation found that research is proposed by (Baker, 2018) who defines literal translation as a direct translation of source language to target language, in which the grammatical construction is transferred into the nearest equivalent.

A study conducted by Riecher (2023) to a number of students reveal that they tend to use literal translation in translating advertising texts. Although literal translation is acceptable, effective advertisement translation needs strategic choices to successfully render the advertisement intention. Diana et al., (2024) examines content localization on Agoda.com; there is literal translation that closely aligns with Pierini's concept of Full Translation, where the target language is conveyed without any cultural adaptation or modification. This approach maintains the original meaning but may overlook cultural nuances or local expectations. For instance, the English phrase help center is translated directly into *pusat bantuan* in Indonesian, preserving the literal meaning without incorporating any cultural adjustments that might enhance user comprehension or engagement. The goal of literal translation is to preserve the original text's format and content. It also requires the author to provide readers with information on products in a federally compliant manner. Sports advertisements differ from literary writings in that they have specific requirements. Naturally, every word in a literal translation does not necessarily have a suitable counterpart in the target language. The easiest approach to evaluate the quality of a translation is to determine whether or not it captures the core idea (Xu, 2023).

3.1.2. Phrase Structure Change

It refers to a number of changes of the internal structure of a phrase with the changes in number, definiteness and modification in the noun phrase, and person, tense and mood in the verb phrase. This is good for word or phrase level equivalence. In this research, this strategy is found in the following data:

Source Text (ST)	: Crew length
Target Text (TT)	: <i>Ukuran setengah betis</i>

The English word "crew length" refers to socks that extend to the mid-calf. A direct literal translation would produce an incomprehensible or highly awkward construction in Indonesian. To avoid this, the localization process employs a phrase structure change combined with semantic explicitation, transforming "crew length" into *ukuran setengah betis* (literally, "size of half-calf"). This shift represents a structural reordering that converts an implicit measurement descriptor into an explicit noun

phrase. This structural reordering serves a critical communicative purpose. By explicitly defining the size in relation to human anatomy (*setengah betis*), the localization minimizes cognitive friction for the Indonesian consumer, who may not be familiar with Western fashion terminology like "crew length." This explicitation aligns with modern localization frameworks where structural changes are deployed not just for grammatical correction, but to facilitate successful interactions and purchasing decisions across communities.

Source Text (ST) : Front zip pocket
Target Text (TT) : *Saku beritsleting di bagian depan*

A similar structural reordering is observed in the translation of "front zip pocket" into *saku beritsleting di bagian depan*. The English pre-nominal modifiers ("front," "zip") are systematically shifted post-nominally in Indonesian as adjective and prepositional phrases (*beritsleting* and *di bagian depan*). While this structural transposition significantly increases the word count and character length of the target text, it is essential for satisfying Indonesian grammatical constraints. For fashion retail platforms, such syntactic reordering is crucial for designers, manufacturers, and marketers to ensure that technical details remain accessible.

3.1.3. Loan

Loan is another word of borrowing of individual items. In loan, the individual items in the ST are borrowed in the TT with no translation. Some examples of the application of loan can be seen in the following example:

Source Text (ST) : 100% recycled polyester plain weave
Target Text (TT) : *100% poliester plain weave daur ulang*

In this example, the word "plain weave" (describing a basic textile construction characterized by a simple checkerboard pattern) is borrowed directly into the Indonesian text as plain weave, while "recycled polyester" is translated as *poliester daur ulang*. This hybrid structure demonstrates a dual-utility: while "polyester" is naturalized due to its widespread familiarity, "plain weave" is retained as a technical loan.

While loaning technical terminology preserves industry precision, it can alienate non-expert consumers who lack familiarity with specialized textile manufacturing terms. As language and culture are deeply interconnected, an over-reliance on untranslated loans can create cultural barriers. Therefore, while loans provide a convenient mechanism for automated systems to solve untranslatable concepts, they should ideally be supplemented with descriptive equivalents to enhance local user comprehension.

Source Text (ST) : 7% recycled polyester, 21% elastane interlock
Target Text (TT) : *21% elastane interlock*

In this translation, the material phrase "7% recycled polyester" is entirely omitted, leaving only *21% elastane interlock* in the target text. This represents a significant loss of technical detail and material composition. In modern textile manufacturing and e-commerce, precise material percentages play a key role in conveying product quality, durability, and sustainability. Furthermore, this omission presents severe risks. In many international jurisdictions, accurate fiber content disclosure is federally mandated to protect consumers and prevent deceptive advertising (such as the EU's General Product Safety Regulations). By failing to maintain technical accuracy, the localization compromises brand transparency, exposing the platform to regulatory penalties and undermining consumer trust.

Source Text (ST) : AEROREADY
Target Text (TT) : *AEROREADY*

In contrast to technical descriptions, the maintenance of the term "AEROREADY" represents a highly strategic brand preservation (BP) strategy. AEROREADY is a trademarked fabric technology developed by Adidas to manage athletic moisture. Retaining "AEROREADY" untranslated is crucial

for reinforcing global brand equity and technical authority. This aligns with findings by Chirig et al., (2023) regarding the preservation of globally recognized brand names (e.g., *Neutrogena*), where direct translation would confuse the target market. Similarly, in commercial advertising, specific performance descriptors like *waterproof* are frequently retained as loans because they carry higher prestige and are more widely understood by contemporary consumers than their domestic equivalents (*tahan air*). This practice corresponds to Newmark's "transference" procedure (Nayla & Dewi, 2024) and Abdelwahab's (2022) "Loan Word plus Explanation" model, where maintaining the foreign term preserves symbolic authenticity, while descriptive context ensures accessibility.

To give more examples, in the research conducted by Haya & Djohan (2022), the use of loan strategy can be seen in the translation of Lee Hsien Loong into the same words. The source text is translated directly into the target text, with the words fully borrowed and reused without any modification. This is done because Lee Hsien Loong is the name of a prime minister of Singapore. The tendency of using loan word also occurs in translating specific quality or characteristic of an advertised product, such as the word *waterproof*, which is maintained as it is in the target language. This word is commonly used in product advertisements, as 'waterproof' is widely understood by target audience, rather than the use of possible Indonesian translation, such as '*tahan air*,' especially in terms of makeup and cosmetics. (Primayani et al., 2025)

It is common that different scholar has different theory that describes the same point; for example, Chesterman proposes translation strategies, while Newmark is well-known with his translation procedures. Nayla & Dewi (2024) use translation procedures proposed by Newmark (1988) to examine the old and new translations of *The 100: A Ranking of The Most Influential People in History*. The result shows that there is the use of transference procedure that has similar description as loan strategy. In transference procedure, the translator does not convert the source language word, like the name Genghis Khan that is maintained as it is in the language. On the other hands, Abdelwahab (2022) uses Baker's strategies in her research, and one of the strategies found is Loan Word plus Explanation. This strategy is used for example by adding parenthetical phrases to make the ST term or word more comprehensible for the target readers. To some extent, in retaining the brand's authenticity, certain elements are deliberately left untranslated. Taking the brand name *Neutrogena* as an instance, which is globally recognized, translating it might bring about confusion or even diminish its brand value (Chirig et al., 2023).

3.1.4. Calque

While loan refers to the borrowing of individual items, calque refers to the borrowing of syntagma, a syntactic string of words that forms a part of some larger syntactic unit. In calque, translation of expression in the TT uses the same syntactical string with the string of the ST. The following examples are calque found in the research:

Source Text (ST)	: polyurethane faux leather
Target Text (TT)	: poliuretan kulit imitasi

The English phrase "polyurethane faux leather" is translated as *poliuretan kulit imitasi*, where "polyurethane" is naturalized as *poliuretan* and "faux leather" is calqued as *kulit imitasi* (literally, "imitation leather"). This calque successfully adapts a complex synthetic material description into a comprehensible Indonesian equivalent without altering the syntactic structure of the compound.

This minimal modification mirrors standard adaptation processes identified by Molina & Albir (2002), such as translating battery to *baterai* or passport to *paspor*. However, uncritical calques can easily result in structural unnaturalness and semantic distortion. For instance, Ghithrif & Nugroho (2025) note that translating the traditional Indonesian food wrapper *selongsong ketupat* dan *lepet* literally as *ketupat* and *lepet* casings creates an awkward, industrial phrasing that misrepresents the cultural nature of the dish.

Thus, while calquing is highly efficient for standardizing technical materials on e-commerce platforms, it must be carefully monitored to prevent syntactic interference from disrupting the stylistic fluency of the target text.

Another example of calque is found in research by Pratiwi & Khatib (2021) for the word battery that is translated into *baterai*. Both English and Indonesian words have similar structure in which the

Indonesian word is the naturalized version of the English. The concept of Calque is also proposed by Molina & Albir (2002) referring to words that are borrowed from the source text and adapted in the target language. This strategy is found in a study conducted by Batubara (2019) in which the word passport is translated into *paspor*. This adaptation illustrates how certain lexical items undergo minimal phonetic or orthographic modification while preserving their core meaning in the target language. Another example of the use of Calque is in the translation of the term *selongsong ketupat dan lepet* which is translated into ketupat and lepet casings. The mistranslation of the word *selongsong* causes unnaturalness since it actually refers to a wrapper of an Indonesian dish (Ghithrif & Nugroho, 2025).

3.2. Pragmatic Strategies

Information change includes addition or omission of information. This refers to the addition of new or non-inferable information which is thought to be relevant to the TT readership but which is not present in the ST, or the omission of ST information deemed to be irrelevant. For example:

Source Text (ST)	: Reversible
Target Text (TT)	: <i>Desain reversible</i>

In this instance, the English adjective "reversible" is pragmatically expanded by adding the Indonesian noun *desain* (design). Adding *desain* grounds the adjective, clarifying its functional relevance for the local consumer. This addition highlights the product's versatility, connecting it to modern sustainability trends by framing the garment as a multi-use fashion investment.

Source Text (ST)	: EVA backing
Target Text (TT)	: <i>Topangan berbahan EVA</i>

The change of information in that example is in the addition of the word *berbahan*. The term EVA backing refers to a material used in various applications, and its translation to *topangan berbahan EVA* provides a clearer understanding of its composition. EVA, or ethylene-vinyl acetate, is a copolymer that is known for its flexibility, durability, and impact resistance. When used as a backing material, it offers a range of benefits in different industries, including footwear, sports equipment, and packaging. By understanding the translation of EVA backing to *topangan berbahan EVA*, individuals can gain a deeper insight into the material's composition and its versatile applications across different industries. This knowledge fosters a clearer understanding of the role and significance of EVA backing in various products and manufacturing processes. Addition can be applied particularly in the consideration of Indonesian conventional expressions. A translator is permitted to exercise addition over his version, when necessary, per the given context. In a bid to expose the implied meaning to the public, a translator has to utilize the potential meaning of some keywords. (Qudsiana et al., 2024). Besides addition, information change might also be in form of omission, either partially or totally. If it is partially, it might be in form of reduction, which is widely accepted method of translating a redundant ST. When the materials to be translated are full of cultural factors or information that may not be relevant for intended readers such as political slogans and geographical locations, reduction strategy is applicable (Zheng, 2017).

Information Change as one of pragmatic strategy is also applied in research conducted by Mahmud et al., (2024) in the translation of Sundanese expression *Heg bae gejeroan niron-niron sora indung embe* into the tiger, being a cunning beast, tried to imitate the mother goat's voice. The omitted information is the clause *heg bae gejeroan*, which describes a repeated action by the tiger meaning kept calling out. This is replaced with new information being a cunning beast that reveals the tiger's concealed intention to deceive the goat's unattended children. By removing details from the original text and adding new information in the target text, this example clearly demonstrates the strategy of changing information. Another study that shows Chesterman's concept of Information Change strategy is conducted by Arsiwela & Topan (2023). The focus of their research is the cultural equivalence in travel writing, and in that research, the concept of Information Change is found in this structure: *Tapi yang menjadi primadona adalah foto lelaki Papua berkoteka* which is translated into The Papuan in the brochure probably lived in a remote jungle of Papua. He had a dark complexion with curly hair and

absolutely *no clothing, save for a penis sheath made from gourd extending all the way to his chest*. Additional information is provided for the word *koteka*, as it refers to a cultural artifact that has no direct equivalent in the target language. Since *koteka* is a traditional penis sheath worn by some indigenous tribes in Papua, its meaning may require further explanation or descriptive translation to ensure proper understanding among target language speakers.

The Information Change strategy in form of Addition aligns the study by Wu (2024) in which Relevance Theory is used to analyze electronic product advertisement. In that study, the addition of information to the TT is called Expansion; to include details that the original advertising lacked in order to improve the readability of the translated content. The ST Enjoy Music from the Garden of Eden is translated into Chinese language that means Enjoy Music from the Garden of Eden ---- Fairy-like music. The addition of the phrase fairy-like music is considered to be closer to Chinese consumers. Both expansion and information change strategies confirm optimal relevance by enhancing the completeness and clarity of the advertisement information. This enables target language consumers to infer the advertiser's communicative intention with less effort. Based on a study by (Hai-bin, 2024), adding or changing information is particularly affected by two reasons. Initially, the translator is compelled to modify, delete, or add information to the source text as a consequence of cultural conflicts. Secondly, the vocative function is not affected by the addition, deletion, or adaptation, but rather is more in alignment with the aesthetic orientation of the consumers.

Pragmatic strategies have a tendency in involving more changes from the ST, and typically incorporate syntactic or semantic changes as well, or in other words, the pragmatic strategies manipulate the message itself. Pragmatic strategies take into account the readership factor when it comes to translation quality. In translating advertising text, creativity and style are important factors to engage readers' attention and intention to consider buying the products, and they are often related to the concept of transcreation as it is a translation process involving high level of creativity (Fanza Maulana, 2025).

3.3. Semantic Strategies

This strategy is adopted when one or more shifts within the hyponymy relation are done. For instance, ST superordinate is change into TT hyponym, ST hyponym is changed into TT superordinate, and ST hyponym X is changed into TT hyponym Y of the same superordinate.

Source Text (ST)	: Mid-cut crew length
Target Text (TT)	: <i>Model mid-cut</i>

This segment represents the sole occurrence of hyponymy, involving a shift from a specific hyponym ("mid-cut crew length") to a broader superordinate term (*Model mid-cut*). By omitting the specific sock style "crew length" and retaining only the cut classification (mid-cut), the localized version generalizes the product's description.

While generalizing terms can sometimes simplify complex product catalogs for local consumers in shifting the specific Indonesian *beranda* to the broader English home, it introduces a high risk of lexical ambiguity in commercial specs Latief et al. (2022). As Binsah et al. (2025) argue, semantic shifts that broaden technical specifications can confuse buyers and lead to incorrect purchases, highlighting the danger of using semantic generalization as a default shortcut in high-volume e-commerce translation. The overwhelming dominance of syntactic strategies (93.3%) on the Adidas Indonesian platform highlights an inherent tension in digital merchandising. To scale operations globally, multinational brands rely heavily on machine translation post-editing (MTPE) and static databases to enforce terminology consistency and lower translation costs. However, this mechanical efficiency often results in unidiomatic phrasing (*saku selip*), structural omissions, and a loss of persuasive brand voice.

4. Conclusion

In an increasingly interconnected global marketplace, website and advertisement translation has evolved from a mere linguistic exercise into a critical driver of international commerce. This study underscores the profound role that localized digital content plays in driving product sales and shaping

brand perception across diverse cultural landscapes. When expanding into international markets, the precise and accurate translation of technical specifications and product descriptions is not merely a matter of clarity; it is a foundational element of consumer trust that directly dictates consumers' purchasing decisions. The empirical findings of this investigation reveal that literal translation at the syntactic level stands as the most frequently deployed strategy in the analyzed data. This predominance signifies a systematic emphasis on maintaining strict structural and semantic equivalence to the source text within the published localized content. While this high-fidelity approach ensures that technical data and core product attributes remain uncorrupted during the linguistic transfer, it also highlights a systemic reliance on formal correspondence over dynamic adaptation. In the context of persuasive advertising, this tendency raises important questions about whether rigid adherence to source-text syntax has to lose the emotional resonance and rhetorical power necessary to attract foreign audiences. Future studies should extend beyond a single brand and product category through diachronic studies that track translation shifts over time. Additionally, research should be developed from corpus-based output analysis to empirical audience testing to determine how the dominance of literal equivalence impacts consumer engagement, brand trust, and purchase intention. A direct comparative analysis between human translators and contemporary MT engines is also recommended to examine how automated algorithms handle structural fidelity compared to human pragmatic nuance. Lastly, future research should explore transcreation and alternative localization strategies to test whether prioritizing pragmatic equivalence over literal syntax drives superior conversion rates in international market.

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