WEBSITE LOCALIZATION QUALITY OF HOTELS.COM

THESIS

Submitted as a Partial Requirement for Writing the Thesis for the Degree of
Sarjana Humaniora

UNIVERSITAS ISLAM NEGERI
RADEN MAS SAID
S U R A K A R T A

Written By:

Syafirullah Yusril Nur Huda

SRN.173211107

ENGLISH LETTERS STUDY PROGRAM

FACULTY OF CULTURES AND LANGUAGES

UIN RADEN MAS SAID SURAKARTA

2023

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2023

ADVISOR SHEET

Subjects: Thesis of Syafirullah Yusril Nur Huda

SRN   : 173211107

To:

The Dean of

Faculty of Cultures and

Languages

UIN Raden Mas Said

in Surakarta

Assalamu'alaikum wa rahmatullahi wa barakaatuh

After reading thoroughly and giving necessary advices, here with, as the advisor, I state that the thesis of

Name   : Syafirullah Yusril Nur Huda

SRN   : 173211107

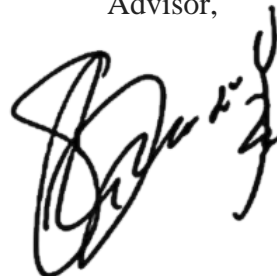Title   : Website Localization Quality of Hotels.com

Has already fulfilled the requirements to be presented before the Board of Examiners (*munaqasyah*) to attain the degree of *Sarjana Humaniora* in English Letters. Thank you for the attention.

Wassalamu'alaikum wa rahmatullahi wa barakaatuh

Surakarta, March 20, 2023

Advisor,

SF. Lukfianka Sanjaya Purnama, M.Hum

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RATIFICATION

This is to certify that the bachelor's thesis entitled *Website Localization Quality of Hotels.com* by Syafirullah Yusril Nur Huda has been approved by the Board of Thesis Examiners as requirement for the degree of *Sarjana Humaniora* in English Letters.

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Surakarta, March 20, 2023

Approved by

The Dean of Cultures and Languages Faculty

Prof. Dr. H. Toto Suharto, S.Ag., M.Ag

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DEDICATION

This research is dedicated to:

1. The researcher's beloved mother, *Almarhumah* Tri Susilowati;

2. The researcher's beloved parents, Mr. Nurrohadi, Mrs. Wahyuningsih;

3. The researcher Himself;

4. The researcher's sister and brother, Salsabila Farah and Irsyad Syafiq;

5. English Letters Department;

6. English Letters of UIN Raden Mas Said's Lecturers;

7. The students of LET-C 2017;

8. UIN Raden Mas Said;

9. And everyone that involve for supporting me.

MOTTO

Just don't forget to do your five times *sholat*, be gentle and responsible to your siblings and family, then be the one who can be useful for others around you.

-Almarhumah Mrs. Tri Susilowati-

PRONOUNCEMENT

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Faculty   : Language and Culture Faculty

I hereby sincerely state that the thesis entitled "*Website Localization Quality of Hotels.com"* is my own original work. To the best of my knowledge and belief, the thesis contains no material previously published or written by another person except where due references are made.

If later proven that my thesis has discrepancies, I am willing to take the academic sanctions in the form of repealing my thesis and academic degree.

Surakarta, March 20, 2023

Stated by,

Syafirullah Yusril Nur Huda

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ACKNOWLEDGEMENT

The researcher realizes that this thesis is far from perfect. And the researcher hopes that this thesis can be useful for readers and future researchers.

Surakarta, February 20, 2023
Stated by,

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ABSTRACT

Syafirullah Yusril Nur Huda. 173211107. *WEBSITE LOCALIZATION QUALITY OF HOTELS.COM*. Thesis. English Letters Study Progam, Cultures and Languages Faculty.

Advisor   : SF. Lukfianka Sanjaya, S.S., M.A.

Keywords   : Website Localization, Quality of Localized Website, Translation Quality, Translation Strategies.

Website becomes more popular for globalization era. Constructed by textual and non-textual elements, website providing information from specific company profile, also to expand the target market. Such as Hotels.com that implies marketing strategies on website by expanding the target audiences applying localization. Many researches took discussion about website but not many of them discuss about tourism website which mainly is discussed on international tourism website, not on Indonesian target language. Fortunately, Hotels.com fill the requirements of highly localized website that become alternative for worldwide users across the countries.

The research conducts to get the shift and gap between reality and existed theory, so this research used several theories, such as analyzing translation strategies (Pierini: 2007) which means focus on how content of Hotels.com are translated, Measure the quality of localization (Singh, Toy, and Wright: 2009) that will resulted the conclusion and score of each construct from Hotels.com and combine with Translation Quality (Singh and Pereira: 2005) that will show us the final score and final conclusion due to the analysis between those theories. So, at last Hotels.com becomes main objective due to interesting services and content transferred uniquely with high score and good scale of final localization quality.

This research applies descriptive qualitative research to measuring website localization of hotels.com. This research has main focus on English as the source text and Indonesian as target text. The documentation as the method of collecting data due to the form of data is non-verbal (images), that the researcher takes screenshot on specific part from hotels.com that will be observed next. By doing screenshot of every part of contents based on analysis from the theories above between January 2022- March 2022, the description of the observed data will be derived in form of final statement of conclusion.

In this research, the researcher finds 100 data from Hotels.com contains: 66 data of full translation; 10 data of partial translation; 4 data of rewritten translation; and 20 data of modification translation. In addition, for localization quality there is 45 data of content localization, 49 data of cultural customization and 6 data of local gateway. This is interesting research that finally resulted new perspective by combining different theories on international tourism website that localized into specific local nuances and cultures that dominantly applied full translation strategy.

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CHAPTER I

INTRODUCTION

A. Background of the Study

Website becomes more popular for many people time by time. Organizations, companies, news portals, and communications widely and nowadays mainly use Website become spread even for commercial purposes. Hariyanto (2015), stated, website can be known as a group of electronic pages, which are generally constructed as Hypertext Markup Language (HTML) format or Hypertext Preprocessor (PHP) based program, that be able to show both textual and non-textual elements, like images, sounds, videos and other animation files.

Marketing becomes easier by implementing website to gain sales comparing with conventional ways. Internet is a unique marketing communication medium in comparison with other traditional media (Radbata, 2011). It means that website also has function for marketing fields for the company that can becomes a potential business advertisement for the company, also to expand the target market from other countries that have different language and culture. Shortly Sandrini (2005) stated that company has an international business/marketing and the website made suitable for a target market to gain new customers, or expanding to the foreign markets that possible to reach.

1

Mostly people prefer to choose website to gather information because no need additional credit fee and almost can be access on every mobile device nowadays. As stated by Pierini (2007), that the activity of promotions, regulations and even educations of anything are rising on the internet. People from every part of the world may be access website easily, held activities such as shopping, consulting and even studying by themselves or by others without worrying the time and location. This phenomenon spills some suitable problems, as like the cultural terms and language used by particular website. Especially the languages, the diversity of languages can potentially make confusedness and cannot be understandable. The attempt that held by website administrator is do localization on the website.

Translation in common way help the activities of transferring any verbal and non-verbal construct on marketing website adapting the local nuance following the localization. By implying translation principals according to statement by Newmark (1988), that translation is a process of replacing the textual and intertextual message from the source language equally for the target language. Besides, Localization is the translation and adapting on a product following by the culture of the target market, and includes all related documentation products (Esselink, 2000). The goals of website localization related to local business or international marketing strategy is following the target customers, as same as definition by Sandrini (2008) that website localization is a function of the international marketing strategy of the company.

Adapting the specific culture of nuance on localization process on website specially, needs more steps and guidelines to gain the goals. Shortly, more definition and explanation needed to restate. Firstly, based on Guidère (2003) adapted from Cho, A., Cho, D., Gallagher, M., Jung, S. J., & Seo, M. H. (2014) theory that he stated localization defined as process of adaptation a product and services into other specific languages and specific culture, following the most important aspects of localization called local nuances. Moreover, it means that customization of language, customs, culture, time, currency are necessary aspects that have to consider about to gain the successfully of localize for specific website. Finally, by transferring any kind contents from the original site to specific site that already following the terms and culture of target market and acceptable by target market, it also allows to do activities of reducing the unnecessary information irrelevant with target culture as the statement of Pierini (2007) theory. But in consider of localizing website, need to understand that, website localization is a process of modifying a website for a specific locale according to the goals outlined by the client (Sandrini, 2005).

In advance, it is already explained related to localization in case of website object of research, that many rules and measurement needed to be the guideline. One of the examples is theory of Singh, Toy, and Wright (2009) measuring localization are importantly following the four main category of content adaptation such as, content localization, content customization, local gateway and translation quality. Pierini (2007) stated theory that there are four strategies of translating website. Consists of 1) The

verbal component is translated without any adaptation, and the non- verbal aspect is left unmodified; 2) Only small (verbal/ nonverbal) parts of the ST are modified; 3) The verbal component is completely rewritten, leaving unchanged the non-verbal one; 4) Both components are modified. Those theories are used to distinguish the research by its own function. Singh, Toy, and Wright (2009) is apply to classify the data into specific category of localization quality. Nevertheless, Pierini (2007) is apply to collect and classify by its strategy.

Cultural customization construct that stated by Sigh Trot and Wright (2009) is primary for the process of identifying the factors that have contribution for do effective marketing in a specific purpose of target market. At website itself, this construction generally can be found as main factors to ensure the potential website for local market. The specific website must be able to communicate by itself after its localized. By using simple transferring words, but still following the pragmatics meaning and local cultural aspects. Multiple website pages are construct by various designed preferences. Multinational company just implies multilingual principals towards their website. Successful multilingual website should consist of identified variables that can be affect by localization principals including translatable language (link, text, etc.), changeable layout, symbols, content and structure, navigation and even color.

Translation proved obvious impact on determining localization strategies and qualities. Riippa (2016) has already investigate about the relation between basic aspects such as translation, localization and the

usability of Finnish based language on Hotels.com. She discovered the translation error on gap of usability problems. Other research did by Prakoso (2010), he researched the translation techniques and quality assessing on Friendster.com that founds errors of quality has impact to the acceptability, accuracy and readability.

The Hotels.com is a website that chosen by researcher as an example to serve and define any information about tourist destinations. It is a specific website that containing promotions and offers about vacation providers to a worldwide destination including hotels, tourist destinations and ticket booking. Hotels.com is being more popular and already have many connections with many Tour companies and Hotel companies especially in Indonesia. Hotels.com become bigger and advantageous due to the features provided by the website that contain various languages options such as Indonesian, English, Chinese, and Spain etc. So here is the researcher's analysis from this website from main language is using English into Indonesian as target language, that exactly applied many changes in case of adjusting into the specific culture for the effectiveness and accurateness for the target visitors. The analysis of the website itself including the transform on almost every aspect. For example:

Source Text:
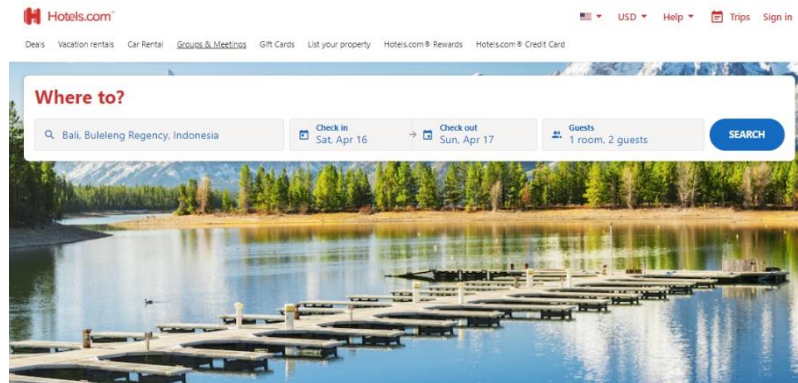
Figure 1.1. Sample data

Target Text:
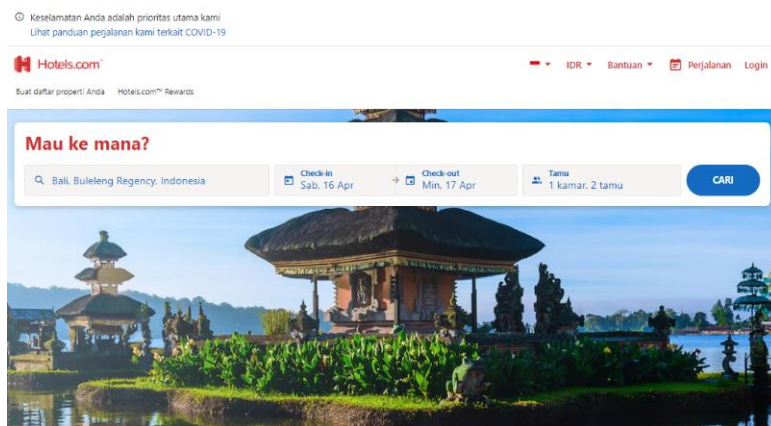
Figure 1.2 Sample data

The figures show that more than data can be divided into more than one variable. For example, based on Pierini (2007) theory, translator is applying the modified translation that shows transferred verbal element and localized the non-verbal element either following the local nuance of specific language. Other example is about Singh, Toy and Wright (2009), about cultural customization of currency Rupiah (IDR) and Dollar (USD); and Date and time format.

Hotels.com is categorized as Highly Localized website because the evidences of multilingual option are provided on every page in the same layout. In case mentioned before that Highly Localized websites have complete and detail country-specific Web pages and clearly noticeable on the home page parent company website. Hotels.com meet the requirements by placing the country-specific (multilingual option) on strategic position without any disturbance by other elements, and the button located on the top of page, which is, make it noticeable, second aspect that easily noticeable is about the currency that can be adjust into various type of currency besides of language options. Theory provided by Singh and Boughton (2005) above is relevant to link with other theoretical frameworks discussed about strategy on localization implies to website (Esselink, 2000).

This research is suitable to expose the reality of how satisfying people exploring foreign product in their own culture and environment, also finding the best strategy to persuade foreign reader to visit localized website. Researcher analyzes the topic and become interesting to this research due to following new field of research in case of phenomena of globalization and digitalization that become rapidly developed. The researcher is using the theories of Pierini (2007, 2009) as the guideline of web translation strategies, and Singh, Toy and Wright (2009) for the guideline of website content localization quality principals. It is not only about transferring language, but also about how translation may be affected to quality by changing its culture, even affect to the layout itself. By applying the theories while analyze, it also can measure how well the quality

of website localization itself. By the words, the researchers mean to expand more investigation in field of localizing commercial tour website that advertise and/or sell services of digital products by analyzing the multi-national website, Hotels.com, on web-viewed website's layout by commit to apply the localization strategies and the quality assessment. Also, might be helping the development of translation fields especially in localization aspects implies on website.

Researches on this subject is not as many as other categories of localization. According to Pierini (2007), he stated that similar issues while did the research is only few people investigating the localization in advertising websites. By the explanation above, the researcher, decide to conduct the research entitled with **"WEBSITE TRANSLATION AND LOCALIZATION QUALITY OF HOTELS.COM"**

B. **Limitation of the Study**

The researcher conduct the analysis content of localization, cultural customization, and translation strategies applied on source and target on Hotels.com, English (US version) for source, and Indonesian as localized version. The analyze focus on collecting various content localization on different variables for content and cultural terms. The data was taken between period of time, started from January 2022- March 2022. The intervals period is choose based on static version of website.

This research aimed to analyze the whole contents contain on Hotels.com website. That following the definition by theories from general scope of translation discussed by Newmark (1988) and Esselink (2000) conduct the research for localization aspects. The analysis of this research is distinguishing the translation strategies applied on website by Pierini (2007) discussion, then focusing on collecting the localized content guided by Singh, Toy and Wright (2009) theoretical framework supported by Singh and Pereira (2005) about translation quality measurement.

C. **Formulation of the Problem**

According to the research background written above, the problems are arranged as two formulations, which are:

1. What are the translation strategies used in Hotels.com website?
2. How is the localization quality of Hotels.com?

D. **Objectives of the Study**

Based on the research, objectives of the following study are:

1. To describe types of strategies that construct the localized contents from the source website of Hotels.com.

2. To describe and explain the qualities from the website based on localized contents and cultural terms applied on Hotels.com.

E. **Benefits of the Study**

Many statements above reveal that this study has a goal to determine the quality and strategies that used on particular website, one of the theoretical frameworks is Pierini (2007), who were discuss about the

commercial website. The research conducts an investigation of localization quality in Hotels.com, which may be expect to expand and expose the results, which is hopefully bring theoretically and practically beneficial.

1. *Theoretical Benefits*

   1) Providing more references about findings and various problem formulations that can be solve by different theories;

   2) Providing more references and results about how the quality assessment can be score.

2. *Practical Benefits*

   Translator:

   The research reveals the better way while translating the website before localize about which strategy more appropriate to apply without change the general meaning from one to other languages and also which strategy that can be more acceptable and readable for target audience or target customer.

   College Students:

   This research provides information that show about another gap can be found on website, for researcher itself in regards to providing website localization research, they can be easier developing the research into more advance analyzing, applying and assessing the website for supporting the development of 4.0 Industrial era.

Other Researchers:

This research delivers the inspiration for the researcher to gain more gap and more solving problems so it can be stimulating the importance of cross-cultural digital information that has to be simplified, translate or localized well to lead more audiences on commercial website.

F. Definition of Key Terms

1. *Website.*

Website has it crucial part called Home Page, or literally can be defined as personal or organization contains information that added with links to other pages to represent and reflecting the subjects' interests, and also intended to introduce for personal or organizational case to the world, and also to provide further contact (Crowston & Williams, 2000). This theory is support by Hariyanto (2015), that stated, website can be known as a group of electronic pages, which are generally constructed as Hypertext Markup Language (HTML) format or Hypertext Preprocessor (PHP) based program, that be able to show both textual and non-textual elements, like images, sounds, videos and other animation files.

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2. *Localization*

According to Esselink (2000), he stated that translation is a process of transferring either written or spoken contents of words from a source language to another, while the full meaning has to be render accurately into the target audiences, with special modifying the cultural nuance and styles. Stated by Guidere (2003), localization acts as process for target audiences needs like socio-cultural characteristics but also following the local regulation of target based on related products.

3. *Website Localization.*

Based on Sigh Toy and Wright (2009) statement, website localization is the process of customizing the specific website to single purpose of culture to make the website acceptable by the local target audiences, also to reach more audiences by changing the understandable of the contents into local terms.

4. *Website Content Localization.*

Theory that stated by Singh, Toy and Wright (2009), there are few main significant things to success while localize a website. That are language cultural terms, customs, color preferences, and local time zone. Besides, other factors that should be pay attention by the translators while do the job is focusing on both verbal and non-verbal aspects, because those are one fundamental things on specific culture.

5. *Hotels.com*

Hotels.com website is an international tourism website company that is providing trip-plan and gateway of services on several countries and contain information about tourism destinations promotions, hotels, ordering tickets, and various tourist destinations that can be easily access by the internet at mobile phone either desktop.

CHAPTER II

LITERATURE REVIEW

A. Theoretical Frameworks

6. *Website*

Website was found at early 1990s and keep developing until present. Website at early time was only contain by *hypertext* system called *Mesh* and finally become modern World Wide Web (WWW) that can be applied to almost every multimedia aspects by using PHP combine with HTML. Tim Barners-Lee who developed the early version of website has initiated the protocol of website mechanism by displaying particular page with the resources, allowing people to attract with the same data even linking one to each another. His test was stimulating the early users and clients to create particular server. Furthermore, his project rapidly becomes new trend and at 2012 according to Internet World Statistics (2012) the website he developed reach 700 billion websites that contains trillions of webpages. It contains of every website archives' form and strategies that implies in general nor is detail based on subjective decision of an individual or an institution. (Brügger, 2009)

Hariyanto (2015), that state, website can be known as a group of electronic pages, which are generally constructed as Hypertext Markup Language (HTML) format or Hypertext Preprocessor (PHP) based program, that be able to show both textual and non-textual elements, like images, sounds, videos and other animation files. Website has different languages feature implied monolingual or multilingual. Furthermore, Pierini (2007) discovered and classified website into three categorize, first is Monolingual (One language for each domain address), One Single (Bilingual at same domain), Multilingual (Multiple languages with different addresses applied at same domain).

Website has its own structure that represents the type of the website. A specific type of website has its own structure, which is distinguish with the other type of website. Symonenko (2006) explain that each of website types indeed displays different elements of website structure. The following list of the website elements from its related structure:

a. Business website, generally, it consists of homepage, about, and contact. This kind of website usually supported by customer_only page, vacancy_only and privacy but sometimes term and conditions.

b. Government website generally implies such main pages like homepage, resources, and directory and number of visited pages. On conventional level of this website type, applies about gov, e-gov resources, e-gov services, employment info, policy, addresses, policy, copyright and site map.

c. Educational websites (edu), standardly constructed by homepage, about_institution, admissions, alumni, employment info and news pages. Either the conventional level, it constructed by community, contact, copyright, education system and search element.

7. *Localization*

Localization is one of GILT process. This process started to widely using since the era of digitalization was start at begin of 21th century. Based on Esselink (2000) theory, he explained that localization industry becomes more popular since early 1990s. Specifically at that time, localization becomes widespread; recognize as the process that following the digitalization era since internet growth significantly for promoting, and sell products worldwide.

Localization derived from "locale", that described by Jimenez-Crespo (2013) about the word of locale which is constructed by combinations of socio-cultural aspects and local-terms of linguistics from specific region in industrial preferences. Afterwards, Sandrini (2005) define "locale" is referring to a group of people who share same language or signs, a writing system and other specific way to show its signature. It can be concluded that the definition word of "local" only citied the composition but does not focus on the proper specific language aspects.

Localization is a process of transferring and adapting from particular products, services or contents into the specific purpose for specific target. LISA (2003) defined localization is taking a product or

service and make it linguistically and culturally acceptable to the target local of the audiences. That already stated before, Esselink (2000) distinguished about translation, is a process of transferring either written or spoken contents of words from a source language to another, while the full meaning has to be rendered accurately into the target audiences, with special modifying the cultural nuance and styles. However, localization does not only transfer the cultural things but also focusing the regulations of target audience.

Further, the localization becomes more detail in almost every small aspect referring to specific of content on website. Dune (2006) stated that localization of website is combining between transferring and adjusting the textual content and adapting of non-textual content. Because it's one of the GILT processes, localization has to allowed the principals of Translation definition such as stated by Catford (1965) that Translation as the replacement of the textual contents of materials in Source Language (SL) by resulting the equal value of textual in Target Language (TL). Regardless, the target language of localization itself has to be equivalence in every aspects and purpose even if it is having different way to provides.

Media that construct website nowadays have different type, beside textual and visual things, website also sometimes constructed by audio and audio-visual. Things commonly mentioned as the largest results of localization as media of electronic are sounds, video games, smartphone language, advertisement online websites (Jimenez-Crespo,

2013). Main purpose generally appears for the localization methods are for commercial like promotion and market selling in range of worldwide trade.

8. *Website Translation and Localization*

Singh and Boughton (2005) theorize if two categories that fill the terms and specification of localization for multilingual users, especially English target, those are Localized Websites and other is Highly Localized Websites. Localized Websites provide specific parts that easily recognize as country-specific time, date, ZIP code, and number formats. As stated, this category has specific Web pages (multilingual option), but not easily located over the entire website. In case, Highly Localized Websites have complete and detail country-specific Web pages and clearly noticeable on the home page parent company website (Singh, Toy-Daniel, & Wright, 2009).

Website localization is adjusting the contents to make it proper to communicate with the target audience in different country. Esselink (2000) theorized that localization of website is not only activities about transferring language from source into target, but also following it's contained into as accurate as can be. Followed by Pierini (2007) delivered that the activities of reducing information to avoid irrelevant meaning to the audience, expose more information or even changing the contents writing style is allowed. Noted if, the elements of linguistic overall page, like visual graphic, textual, links, supporting documents. The explanation also going further to the process the aspects while

adapting such as time, dates, currency, even weight measurement system is necessary in some points.

At a matter of fact, website localization has many advantages relate to economic growth. Truly, advantages may gain is local e-commerce website more reachable by various audiences in large amount of numbers worldwide, (Hariyanto, 2015). Localizing the website improvise the chance of market into next level by processing the native language and culture. Hariyanto also has verify the amount of over 403 million people of estimated online population worldwide do not applied English as their official language, or even just secondary language as reported at Global Research before. At Hariyanto (2015) also verify that over 100 million people want to browse information at websites using their native languages reported by Pyrot. It shows thus opportunity to growing the localization into advanced becomes inevitable

9. *Website Localization*

Localizing website is not as simple as translating website. There are various strategies have to apply to make the best results of it. Translator have to transfer the website semantically suitable and acceptable for target audience on specific regional but keep the pragmatically as same as original version. There is a key term translator has to know before localizing the website.

Based on research conducted by Pierini (2007), Focusing on cross-cultural translation elements, the local cultural elements need to be considered also. Like semantically and even semiotics aspects like

symbols, meaning, and colors. Every particular part mentioned above is crucial for the succession of localizing website as the entity in contextual approach, that means every element synchronized one and another following the appropriate verbal elements.

Furthermore, Pierini (2007) discussed that website constructed by multi-semiotic things, which need some guidance to execute that already mentioned on Cattrysse (2001) theory. Those are integrating the verbal element with visual elements, second is adapting the non-linguistic elements like images, icons, layout or even sounds. Back on Pierini theory about localization strategies, there are four things:

"The verbal component is translated without any adaptation, and the non- verbal aspect is left unmodified, 2) Only small (verbal/ nonverbal) parts of the ST are modified, 3) The verbal component is completely rewritten, leaving unchanged the non-verbal one, 4) Both components are modified."

From the discussion above, results can be derived into four categories that, such as:

> a. Full translation, the verbal component is translated without any adaptation, and the non-verbal one is unmodified.

Source language:

Figure 2.1 Example of Full Translation

Target language:

Figure 2.2 Example of Full Translation

Adapted from '*Basic Considerations and Potential Problems in Website Translation,*' Hariyanto, S., 2014, In, Translation and the Media: Practice and Research. (pp.156158). Universitas Indonesia.

b. Partial translation, small (verbal and/or non-verbal)

parts of the source text are modify translated.

Source language:

Special Nasi Baron Lamongan. Photo: Special

Figure 2.3 Example of Partial Translation

Target language:

Nasi Baron Khas Lamongan. Foto: Istimewa

Figure 2.4 Example of Partial Translation

Adapted from '*Translation and Culture: A Content Analysis of Indonesian Information Portal Website*' Ardhan, D. T., (2020), Jurnal Basis.

c. Rewritten Translation, when the verbal component is completely rewritten, leaving unchanged the non-verbal one.

Source language:

1   Islam   Masjid
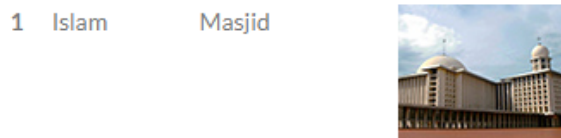
Figure 2.5 Example of Rewritten Translation

Target language:

1   Islam   Masjid
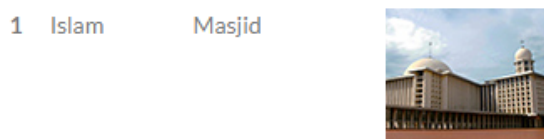
Figure 2.6 Example of Rewritten Translation

Adapted from '*Translation and Culture: A Content Analysis of Indonesian Information Portal Website*,' Ardhan, D. T., 2020, Jurnal Basis.

d. Both are modified (Modified Translation), when two
    components, verbal and non-verbal are changed,
    textual and visual are changed following the
    particular culture.

Source language:

Figure 2.7 Example of Modified Translation

Target language:
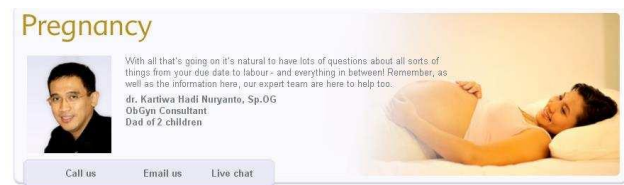
Figure 2.8 Example of Modified Translation

Adapted from '*Basic Considerations and Potential Problems in Website Translation,*' Hariyanto, S., 2014, In, Translation and the Media: Practice and Research. (p.156-158). Universitas Indonesia.

10. *Website Localization Quality Assessments*

First, Jimenez-Crespo (2013) theorized if localizing website and assessing the quality represents the dynamic abstract notion that considered by factors of variable, for instance, the purpose by clients, end-user preferences, information perishability, clarity and accuracy. While assessing the localization quality is applied the theory by early researcher Singh, Toy and Wright (2009). It needs to assess with following the four important points.

a. Content Localization

Content localization is process of transferring the website elements or contents into local contents in targeted audiences. This scored by the percentage of translated language in particular website, full, content synchronization, navigation menu and even service and support bar (Singh, Toy and Wright (2009). It distinguishes into four main categories that consists of variables that are more specific to gain the results in more accurate. Those are:

1) The percentage of localized website for contents show the number of ratio score between the source and target.

- < 20% contents of website are translated scored: 1

- Between 21% and 40% is translated scored: 2

- Between 40% and 60% is translated scored: 3

- Between 60% and 80% is translated scored: 4

- Between 80% and 100% is translated scored: 5

2) Content depth describes the basic to additional information shows in webpages. This refers to content that localized into the target language such as, contact information, product information, services, company information, shipping, and handling. It scored by 1 for showing basic information, and 5 for complete information.

- Basic website information is provided scored: 1

- 1-2 sections are translated into target language scored: 2

- 2–3 sections are translated into target language scored: 3

- 4–5 sections are translated into target language scored: 4

- All sections of source text are translated appropriately scored: 5

3) Content synchronization referring to the connected contents between source and target, commonly related to currency, date, idiom and language aspects. It assessed by 1 for no connection between SL to TL, and 5 for best possibility connection between SL to TL.

- Content don't sync with source pages scored: 1

- Better sync with source pages scored: 2

- Better sync with source pages scored: 3

- Good Sync with source pages scored: 4

- Perfect content synchronization between source and target pages scored: 5

4) Navigation shows to the condition of functional aspect of elements on localized website, generally it may be consisting of FAQ, search bar, hyperlinks, directories, share, histories also contact me. The score is determined from 1 if it has lack of navigation, and 5 if it has full functionally navigation to guide the visitor tracking the contents and information.

- Lack of navigation provides scored: 1
- Poor navigation provides scored: 2
- Better navigation provides scored: 3
- Good navigation provides scored: 4
- Complete and full functionally navigation to guide the visitor navigation provides scored: 5

5) Web Service and Support variables refers to condition that localized website has information about contacts and customer services information to link visitor with the company intern. This will be assessment, which has 1 if there is no contact for online support and 5 if the website provides complete requirements for contact center.

- No option for online support on website scored: 1
- Support services but only English scored: 2
- Basic support services scored: 3
- Equal with source languages services scored: 4
- Online customer services provide real-time support for target languages scored: 5

b. Cultural customization

Cultural customization can be described as characteristics of particular local group of people in specific regions that adapted into specific product to gain more interest and consumption, so it will be look familiar as their own cultural products. Even though, cultural customization also known as a process of changing the identity into specific purposes that contribute to an effective marketing in a particular market stated by Sarah Jones (2020). It has main purpose to validate the preferences from website for local needs to ensure the effectiveness to gain the local audiences.

Cultural customization has role to recognize and understand the value of local culture than will be customize into product on targeted local group of people. Back on theory provided by Singh, Toy and Wright (2009), that distinguished into four variables:

1) Colors refer to the various kind of different feels, like vibrancy, aesthetics or vivid while following the particular local culture, flags and nuance also. There is 1 for the duplicate of the nuance color from SL to TL, and 5 to reflect the local nuance.

- Equal with standard color of source text scored: 1

- Slightly different nuance provides scored: 2

- Different nuance with standardize source text scored: 3

- More improvise colors and nuance for target scored: 4

- Unique color that refers to local culture scored: 5

2) Graphics defined to any kind of pictures displayed in the web page. It is scored 1 if the contents same as source, and 5 if the pictures represent the local identity.

- Duplicate contents by source text scored:1

- Slightly different contents provide scored: 2

- Different contents scored: 3

- More contents transferred into target scored: 4

- Unique layout and contents between target and source that reflect local identity scored: 5

3) Promotion lead to the condition of localized website that applied particular product or services that is promote or sale on specific local needs. The number of assessing this point is 1 for the product between SL and TL is similar, and 5 if the website served different products following the local needs.

- Standard promotion arrangement with source scored: 1

- Same product provides different visual scored: 2

- Same product but serving in different visual and descriptions scored: 3

- Distinguished by products but same narration scored: 4

- Totally most products are different between target and source that reflect local needs scored: 5

4) Web structure tell about the final design to gain the best user experiences feeling by the user. It will get 1 for following the standard design of Source website, and gain 5 if the website adapts it unique value due to different user perceptions.

- Standardized web design based on original layout and structure scored: 1
- Web design has slightly different layout and structure scored: 2
- Web design and layout has different structure in common scored: 3
- Web design and layout have more different layout and structure adapting small of local interest scored: 4
- Unique web design and layout based on target market identity and cultures scored: 5

c. Local Gateway

Local gateway shows about the measurement of the ease of accessible localized website from the. It can be consisting about the arrangement of the target languages to locale-domain from specific country for example, the .en domain for English and the .id for Indonesian target audiences. It also distinguished into 2 main variables that known as Gateway Visibility and known as URLs. For each on is 5 points scale 1 to 5.

1) Target language gateway visibility: it tells about the ease of access to the country specific access menu can be found.

- No URL options on the home page scored: 1
- URL options on the bottom page scored: 2
- URL options on the middle page scored: 3
- URL options on the upper middle page scored: 4
- URL options on the right corner and clearly view scored: 5

2) Target language URL usability: is about the purpose of target language URL options and others are easy to navigate or not. Example, the specific characteristics usually distinguished between one and other by flags or logos.

- URLs don't relevant scored: 1
- URLs may be confused scored: 2
- URLs clear but not adequately reflects scored: 3
- URLs clear and branded scored: 4
- URLs are fully supported scored: 5

a. Translation Quality

In this section, translation quality referring to an assessment of the final qualities about how appropriate and effective website pages translated from source text (English) into target text (Bahasa Indonesia). According Singh and Pereira (2005) criteria of variable of quality assessment mainly focusing on three aspects, idiomatic

equivalence, vocabulary equivalence, and conceptual equivalence. Those criteria can be described as:

1) Idiomatic equivalence shows how accurate the understandable meaning transferred of the idiom from source language transferred into target language.

2) Vocabulary equivalence shows how accurate the specific word meaning transferred into other language.

3) Conceptual equivalence refers to construct has similar meaning across cultures.

To gain how success and how understandable meaning in common culture or intended condition.

- Very poor quality transferred scored: 1
- Neutral quality transferred scored: 3
- Very good quality transferred scored: 5

In case of the suitable category to analyze the quality. The translation quality is distinguished into 3 score, these score of translation quality are distinguished into very poor quality of translation (1), neutral quality of translation (3), and very good quality of translation (5)

11. Hotels Website Information Performance

Every website exactly own information attribute to provide and locate their content inside the web pages especially Hotels.com as tourism website. It is related to Law and Chung (2003) discussion about hotel information that they were developed to explore and examine the contents of hotel websites. The hypothesis was attempted to developing an qualities of information evaluation approach to measure the website's performance especially for hotel's website, the developing based on a conceptual that constructed by 5 hotel website components including information of facilities, information of reservation, information of surrounding area, information of customer and contact, and management of website. Those hypotheses are:

a. Online Hotel Information

Internet users are be able to go to online and check any access information provided by the company without any limited country or period. Hospitality of products and may be provided complete of information on their website for global customer to view and purchase the products and services.

b. Online Customer Contact Information

Every user accesses the website due to the interest on product and services given by the company as stated on the website. Thus, the website has to enable the specific hotels support and services while the customers want to communicate and establish a dialogue directly between them.

c. Online Reservation Information

Mostly nowadays users or customers are afraid due to scam and fraud spread on the internet. To avoid and ensure the customers that is their website is trusted website, which the website that providing well-designed online reservations services with useful information through the customers before doing the transaction can help the sales volume and improve the hotels' reputation.

d. Online Information About Surrounding

The most of hotels registered on the website do not providing their surrounding area information. In this case the surrounding area helps customers much to decide which is their choice is the best place to stay or not. Slightly, the study revealed that customers want to have a one-stop service on their website. Specially the customers wanted to have better planning trip and information about such things as transportation and major attractions in a city.

e. Management of Website, Hotels and Reality

In case of website products and services information. Related hotels that registered to the website have to provide the factual facilities and services. The study reveals that customers want to have a one-stop service on their website. Especially, the customers wanted to have better planning trip and information about such things as transportation and major attractions in a city.

B. Previous Study

Every research needs to be validated by comparing or referencing previous research already conducts by other in same fields. First findings exposed by Lambang Prakoso (2010) form Sebelas Maret University that discussed about the Friendster.com website translation, entitled *The Analysis of Translation Techniques and Quality of Translation of the Website "Friendster.com".* The researchers held an analysis about the technique used by the translator while translating the referring website. In additions, he also expands the research by adding some topics of readability, acceptability and accuracy of translated website. The similarity between Prakoso's findings and this thesis is about the type of object that take website. However, the topic between this and Prakoso's research is quite different. He implies the method of translation quality of website. Otherwise, this research is conduct to gain the localization assessment of website. By the theory of the research, Prakoso only using Nababan while doing the research, but in this research does not.

Next, research conduct by Putri, I. Z. (2020) that discuss about localization of content focusing slogan contain on the website of Unilever. The journal referring to the localization aspects analysis implies on the global campaign entitled "Every U Does Good" into "Setiap U Beri Kebaikan" on global English website that localized into Indonesian that labeling some of products. This quality approach research is using the theory Nord (2005) in case of translation analysis to employ the localization practice, and using Cermak and Smutny (2018) for the cultural adaptation

analysis. The analysis result shows that localization on textual form of product slogan is affect to the layout and many aspects following the target local audiences. This research is distinguished by the theories that used, Putri, I. Z. (2020) is using Nord (2005) and Cermak and Smutny (2018). While, this research is using Nittish Sigh, Daniel R. Toy, and Lauren K. Wright (2009) for cultural adaptation analysis, and Pierrini (2007) for analyzing the translation strategies. Next, the object is different; her discussion is about Unilever website, while this research is about Hotels.com website. Instead, the researches have same discussion theme that stated about cultural adaptation on the specific website.

Third, research conducted by Sitohang, H. P. (2019) that discussed about Translation Techniques used in Australia Tourism Website. The research conducted by following the translation technique theories that previously discussed by Molina-Albir (2002), the research did analysis about whole techniques discussed on the theory. By that framework, also he does the assessment by categorized into Poor, Neutral and Good scale of scores. In the final section, he concluded that the translation technique implied by the translator got Neutral score for the whole assessment. On the other side, the similarities between Sitohang, H. P. (2002) and this research is about the translation technique scope of theories, this research is apply the theory from Pierini (2007) that focused on website translation strategies, but Sitohang research is still using the analysis by general scope of translation techniques by Molina-Albir (2002) theoretical framework. Besides, the subject of research has same topic that about website.

Moreover, the similarities we can found is about the research has same methods about descriptive qualitative research. Nevertheless, from the similarities above, of course that are different things compared. First is about the theories used to analysis, this research is using Pierini (2007) to analyze the translation strategies on website translation, but that research is using Molina-Albir (2002) theory that talked about translation technique focusing on content only, not the layout, etc. then, the assessing of findings was using Molina-Albir (2002) theories. Beside this research is using Singh, Toy and Wright (2009) for the measurement.

Forth, research finished by Iswuri (2017) entitled *An Analysis of the Translation of Twitter Helping Center Website www.support.twitter.com.* That discussed about the analysis of translation techniques implied on support-twitter website that conducted by framework of Molina-Albir (2002) theory. The research has measurement section on findings by following Nababan-Nuraeni (2012) theories about translation quality assessment. Basically, between Iswuri (2017) and this research have different aspects between theories; that using Nababan-Nuraeni (2012) for the translation qualities, although, this research is using Singh, Toy and Wright (2009) theoretical frameworks that especially talked about website scope. Next, based on analysis, that Iswuri (2017) was applying the theory by Molina-Albir (2002) but this research is applying the theory by Pierini (2009) that specifically discussed about website translation strategies. Moreover, there are similarities that construct Iswuri (2017) research compared with this research. First, the subject of research and discussion

are same, discussing about website. Secondly, the object of discussion is equal to analysis the whole content on the website.

Last, the research that submitted by Fadhila (2015) entitled The Translation Procedures of Indonesian Cultural Words Used in the English Version of "Wonderful Indonesia" Tourism Website. Directly from the titled can be derived that Fadhila is analyze the Translation Procedures or Translation Technique on website specifically. Next to discussion, Fadhila is applied the theory by Nord (2006) that directly become the framework of localization theories, that she focused on analysis about cultural aspect changes. Then in advance, she also following the theory by Janoschka (2004) about website advertising that in specific part is discussed about translation quality of website advertising specifically. By comparing the assessing theoretical framework, Fadhila also using Williams (2009) theory entitled, *Translation quality assessment*, to ensure the quality score of Indonesian Tourism Website www.indoensia.travel. The results of her findings show that there is lack of translation principals applied on translating tourism website from Indonesia to English. Many sections reducing without any remorse and many sections were not translated into target language. Fadhila (2015) shows that the discussion of website is important due to the massive impact of globalization effect that still has no considered on translator or localize in case of understandable the delivered message. This research has similar point on analyze the kind of research object about website; in the other side tourism website becomes the focused analysis between Fadhila (2015) and this research. Next, the localization

and assessing the quality become the research goals aim between these two researches. However, the two research between Fadhila (2015) and this research have many different in case of theoretical framework that she used Nord (2006), Janoschka (2004) and William (2009). Moreover, this research is using Pierini (2007), Singh, Toy and Wright (2009) and Singh- Pereira (2005).

CHAPTER III

RESEARCH METHOD

C. Research Design

This research is applied a descriptive qualitative method to gain the results as stated by Lans, W., & Van der Voordt, D. J. M. (2002). They described that descriptive is providing about the reality is. In the other words, is to reflect the phenomenon with something that really happened on reality. It starts with some speculation to interprets the theoretical frameworks that describe the study of the research topic problems (Cresswell, 2004)

In case, this research main purpose is to do the analysis of localization and cultural customization aspects contains on website, specifically at www.Hotels.com. By using qualitative descriptive methods, shows that this research is to aim the conclusion from the analysis and measurement to the findings soon. It will come as the result to collect, that the statement of quality scale by comparing the percentage and transferred into specific criteria to gain the domain equivalent from the findings.

The analysis is following the specific scope of theoretical framework discussed before by Pierini (2007) about website translation strategies. Then, by Singh, Toy and Wright (2009) for the content localization, cultural customization, and local gateway that provide the guideline about measuring on every sub-category of those aspects. Next, for

the translation quality, the book of Singh-Pereira (2005) that consists about the point of criteria analyzes quality assessment the researcher.

D. Data and Data Source

Data is main part on findings construction, because of it provide the information of analysis to the theory, data the research has various form. Saldanha (2014) stated that analysis of data from eye-tracking studies tends to be quantitative in nature although it can be supplemented by qualitative data if other methods such as verbal protocols, questionnaires or interviews are used. The data of this research collected in form of images and text from website of Hotels.com on English and Indonesian that mainly focusing on localized contents, cultural customization, local gateway, translation quality, and translation strategies. Saldanha-O'Brien (2014) also summarized that that source of data in qualitative research can be gathered in form of archives (documents, diaries, and images), recorded activities, place and picture. The data gain from this research focus on the construction of website interface that contain visible contents as the step of solves the problem statements and to draw the conclusion. For further, Purposeful sampling, collection of open-ended data, analysis of text or pictures, representation of information in figures and tables, and personal interpretation of the findings all inform qualitative methods (Cresswell, 2013). This research also applied the form of data collections by following the aspects of content analysis following the cultural customization provided by Hotels.com website. Some data collected on this research are, Technical aspects such as Font color, Pictures color, even background color.

Other aspects are content that consists of meaning of message by verbal and/or non-verbal elements. The source of data is contained on particular websites that become main research topic that discussed, Hotels.com Platform (https://www.Hotels.com/).

This research is sorting the data by the multiple links on one domain that provides bilingual options, English and Bahasa Indonesia. In case, Hotels.com will automatically open following the language based on location of the visitors. The analysis of this website taken between January 2022 and March 2022.

E. Research Instrument

Research instrument purposed to help the researcher to collecting the taken data by distinguished into sort of ascend systematically form for effectivity of analysis.

The analysis is following the specific scope of theoretical framework discussed before by Pierini (2007) about website translation strategies. Then, by Singh, Toy and Wright (2009) for the content localization, cultural customization, and local gateway that provide the guideline about measuring on every sub-category of those aspects. Next, for the translation quality, the book of Singh-Pereira (2005) that consists about the point of criteria analyzes quality assessment the researcher.

By the statement above, this research is collecting the data by the focused website that have multilingual options. On focused address, Hotels.com, The analysis of this website taken between January 2022 and March 2022.

F. Data Collection Techniques

Researcher explain steps of collecting the data and obtain them. "*Data collection means a series of interrelated activities aimed at gathering good information to answer emerging question.*" (Cresswell, 1998). Depends on this research, qualitative research applied four main technique to obtain the data should advance the purposeful sampling approach and the forms of data to be collected (i.e., observations, interviews, documents and audiovisual materials) (Cresswell, 2014). Looking forward from Cresswell theory stated that steps collecting the data would passes some steps such as:

1. Examine the potential data on Hotels.com website;

2. Collecting the data through documentation;

3. Sorting the data based on the theories.

Based on the steps above, the research uses some documentation methods, that on Cresswell (2014) stated that theories of Miles & Huberman (1984) mentioned about investigative process makes sense of a social phenomenon by contrasting, comparing, replicating, cataloguing and classifying the object of study. Some steps that the researcher apply follow collecting the data are:

1. Collecting the data potentials in Hotels.com website.

2. Decide the interval time between January 2022 and March 2022 due to the dynamically website update.

3. Sorting the data by following terms of localization and cultural terms aspects stated on the theory.

4. Do screenshot by the type of .jpeg to distinguish the contents for some localization and cultural aspects that will identify by the theories stated above

5. Provide table of contents to examine the variable constructed by, with adding the comparison section between source and target language.

6. The researcher adds the coding on the collected data in purpose to make it categorical arranged to make it possible to analyze and to conclude.

G. Data Validation Techniques

The research needs to validate to make it ready to publish, and trust for further research as the citations. As Cresswell (2000) statement that mention about the accuracy of findings by employing certain procedures finished by researcher. Statement by (Denzin, 1989) shows that Triangulation is one method that the researcher collects and analyzes data which then presents the results to understand the experience of the phenomenon and then widely described by Patton (1999) that following steps:

1. Data Triangulation is to collecting the data through sampling from different phenomenon. Denzin (2009) define that data triangulation for correlating human, time, and space. It means that every collected data relates between time, related archives, and even observation or ongoing interviews and/or interactions.

2. Investigator Triangulation is to interpret the data by more than one researcher to avoid the subjectivity of the results. This step requires skillful investigator to avoid the bias.

3. Theoretical Triangulation is applying more than theories on the research to make it widely understandable and expandable without any subjectivity of the terms.

4. Methodologic triangulation is using more than one method while analyzing the data. It can be understood while research is applied qualitative and/or quantitative methods and/or mixed-methods.

By using more than one theory and more than method can be validating the data into generally and acceptable by other current and related theories. It means that the data can be comparable and responsible for the validity.

In case of Investigator triangulation in this research refers to M other researchers to validate the findings are correct and verified as true (validator). Generally, validator is an expert in related fields and with related data provided by the research. The validator should follow the two main criteria related to the research, such as:
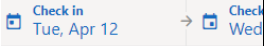
1. Validator is verified in field of study on website expertise especially theory of localization and/or translation subjects theoretical or practical.

2. Validator has good analysis on assessing the findings related to the specifically website localization.

H. Data Analysis Techniques

Analyzing data process needed to obtain the result of the study. In this case is using the model analysis stated by Spradley (1979), that he distinguished into 4 main parts, there is Domain Analysis, Taxonomy Analysis, Componential Analysis and Finding the Cultural terms.

1. Domain Analysis

Domain analysis is about the beginning of analyzing research data process. This step is to aiming to find data from the main domain that represents the unique things for the further research that includes any similarities aspects of social phenomena. Considered from or problem statements, the data of this research is collected from specific source website of Hotels.com on English and Indonesian version.

No	DATA		EXPLANATION
	Source Language	Target Language	
6/RT/CD	TreeHouse Villas Thailand	TreeHouse Villas Thailand	This data is concluded as Product Information for Content Depth variable of the website. It is rewritten translation due to the all-verbal aspects does not translated into target language and without changing the non-verbal aspect.
2/FT/CS	Check in Tue, Apr 12 → Check Wed	Check-in Sel, 12 Apr → Check- Rab,	This data is concluded as Content Sync variable for time and date. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. This data provides different unit based on different language and area.

2. Taxonomy Analysis

The taxonomy analysis shows what relationship between things inside the cultural domain by categorized it. In this step, the data classified into Content analysis variable including Percentages of translated web pages, content depth, content synchronization, navigation, and website service and support. Then, Cultural customization variable including structures graphics, colors, and promotion products and service. After classified, the researcher giving the data coding and scoring the variable based on Sigh, Toy, and Wright (2009) theory. The taxonomy analysis in this research also used to analyze the localization strategies used in localizing the content analysis and cultural customization

3. Componential Analysis

Componential analysis has function to distinguish the domains
into focus arrangement by grouping similar domains in form of table

Table 1. Componential Table of "Website Localization Quality of Hotels.com"

							WEBSITE LOCALIZATION											
		Hotels.com Information of Components					Content Localization				Cultural Customization				Local Gateway		Translation Quality		
		OHI	OCI	ORI	OSI	MHR	CD	CS	NAV	WSV	WST	GL	CR	PR	TGV	TGU	VP (1)	N (3)	VG (5)
TRANSLATION STRATEGIES	Full Translation																		
	Partial Translation																		
	Rewritten Translation																		
	Modified Translation																		
LOCALIZATION QUALITY SCORE																			

The Coding:

(CD) Content Depth	(GR) Graphic	(VP) Very Poor	(TGV) Target gateway
(CS) Content Sync	(WST) Website structure	(N) Neutral	menu visibility
(NAV) Navigation	(CL) Color	(VG) Very Good)	(TGU) Target gateway
(WSV) Website service and support	(PR) Promotion	(OIS) Online Surrounding Info	URL usability
(OHI) Online Hotels Information	(OCI) Online Customer Contact Information	(ORI) Online Reservation Information	(MHR) Management Hotel in Reality

4. Cultural Theme Analysis

Cultural theme analysis is used to connect between components stated at data analysis technique (domain, taxonomy and componential) in context of cultural matter and express at research framework.

CHAPTER IV

RESEARCH FINDINGS AND DISCUSSION

I. Findings

On this section, the researcher will do the identification and explanation to the findings of Hotels.com. The chapter will be divided into two sub-chapters, that consists of findings are found on Hotels.com that following the principal of website translation strategies that based on Pierrini (2007) theory. Second is about the explanation and elaboration of the localization quality assessment that following the variables from Singh, Toy and Wright (2009) theoretical framework.

1. Website Translation Strategies

The main discussion of this research is elaborated by the based theory stated by Pierrini (2007). Pierrini discussion results four main strategies applied on website translation. Those are, 1) The verbal component is translated without any adaptation, and the non- verbal aspect is left unmodified (Full Translation), 2) Only small (verbal/ nonverbal) parts of the ST are modified (Partial Translation), 3) The verbal component is completely rewritten, leaving unchanged the non- verbal one (Rewritten Translation), 4) Both components are modified (Modified Translation).

Table provides the complete distribution of translation strategies of the Hotels.com website:

Table 2. Translation strategies

NO	Translation Strategies	Frequency
1.	Full Translation	60
2.	Partial Translation	10
3.	Rewritten Translation	4
4.	Modified Translation	20
TOTAL		94

The table above indicates the result of translation strategies found on the Hotels.com website which shows the most frequent translation strategies used in the Hotels.com website is Full Translation followed by Modified Translation, Partial Translation and Rewritten Translation.

The Hotels.com website is applied the strategies of Full Translation is 60 data or 63.83% and followed by Modified Translation is 20 data or 21.30%, Partial Translation is 10 data or 10.62% and the least strategies is Rewritten Translation is 4 or 4.25%.

Table above shows if the dominant data of this research in case of Translation Strategies is Full Translation. This could be happened due to Hotels.com website is providing services to get specific hotel, also information about destination locals and international. So, while transferring from global language (English) into specific language (Indonesian) will provides easiest way to persuade the visitors about information, services and products offered by Hotels.com literally.

Intentionally, by supporting successful of marketing steps of providing hotels to stay while vacation, Hotels.com also applying some of localization aspect such as translating the currency into locals, changing the distance following the local's terms, and sometimes even re-paraphrasing the message into completely different forms but keeping the meaning equally.

From 100 data, there are divided into four categories, those are, 60 data full translation, 10 data partial translation, 4 data rewritten translation, and 20 data modified translation. Six (6) data are not categorized based on this theory due to the function and structures. On each categorize of translation will be elaborate more on next sections:

a. Full Translation.

The first strategy of the discussion is full translation. The elaboration of Full Translation is when the verbal component is translated without any adaptation, and the non-verbal one is left unmodified. Those are examples from findings of data categorized as full translation collected from Hotels.com.

Example 1:

	Source Text English Global	Target Text Indonesia
3/FT/WSV	Change your booking FAQs Contact us Website feedback Change your booking FAQs Contact us Website Feedback	Ubah pemesanan Anda Pertanyaan Umum Hubungi kami Masukan untuk situs web Ubah Pemesanan Anda Pertanyaan Umum Hubungi Kami Masukan untuk situs web

This is the first example of data categorized as content localization on website service and support (WSV) that shows the links of Hotels.com website services. The translation strategy of the data is full translation for the translation of data that contains the verbal components "*Change your booking, FAQs, Contact us, Website Feedback*" Is literally transferred into target text *"Ubah Pemesanan Anda, Pertanyaan Umum, Hubungi Kami, Masukan untuk situs web."* Without any adaptation of the non-verbal component (size, arrangement, picture) of the data is unmodified. Besides the data is part of website services in form of help and support.

Example 2:

	Source Text English Global	Target Text Indonesia
5/FT/CD/	**A snapshot of the world's most picture-perfect properties** Check out some of our favorite unique stays **A snapshot of the world's most picture-perfect properties** Check out some of our favorite unique stays	**Jepretan dari properti paling fotogenik di dunia** Lihat beberapa penginapan unik favorit kami **Jepretan dari properti paling fotogenic di dunia** Lihat beberapa penginapan unik favorit kami

Secondly, the example of data categorized as content localization on Content Depth (CD) that shows the information of Hotels.com contents of products. The translation strategy of the data is full translation for the translation of data that contains the verbal components "*A snapshot of the world's most picture-perfect properties, Check out some of our favorite unique stays*" Is literally transferred into target text "*Jepretan dari properti paling fotogenic di dunia, Lihat beberapa penginapan unik favorit kami.*" Without any adaptation of the non-verbal component (size, arrangement, picture) of the data is unmodified. Besides the data is part of website contents that show the preview of products and services.

b. Partial Translation.

The second strategy of the discussion is partial translation. The elaboration of partial translation is when only small (verbal and/or non-verbal) parts of the ST are modified. Those are examples from findings of data categorized as partial translation collected from Hotels.com.

Example 1:

	Source Text English Global	Target Text Indonesia
1/PT/NAV	Deals – Vacation rentals – Car rentals – Groups & Meeting – Gift Cards – List your property – Hotels.com ® Rewards – Hotels.com ® Credit Card	Buat daftar properti Anda – Hotels.com™ Rewards

This is the first example of data categorized as partial translation on Navigation (NAV) variable that shows the links of Hotels.com lists of preferences. The translation strategy of the data is partial translation for the translation of data that contains the verbal components "*Deals – Vacation rentals – Car rentals – Groups & Meeting – Gift Cards – List your property – Hotels.com ® Rewards – Hotels.com ® Credit Card"* Is partially transferred and reduced into target text *"Buat daftar properti Anda".* Moreover, left the *"Hotels.com™ Rewards"* Without any adaptation into TL. So, the non-verbal component (size, arrangement, picture) of the data is affected because of the reducing of verbal components. Besides the data is part of navigation that shows the lists of preferences to the user.

Example 2:
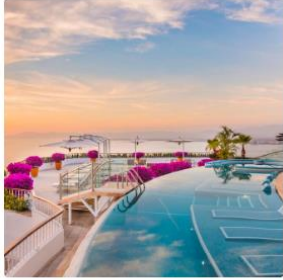
	Source Text English Global	Target Text Indonesia
2/PT/CD/	Website feedback About us List your property Careers Hotels near me Travel Guides Vacation Rentals Site Index Website feedback, About Us, List your property, Careers, Hotels near me, Travel Guides, Vacation Rentals, Site Index	Masukan untuk situs web Tentang Kami Buat daftar properti Anda Karir Panduan Perjalanan Indeks situs Masukan untuk situs web, Tentang Kami, Buat daftar property anda, karir, Panduan Perjalanan, Indeks Situs.

Secondly. The example of data categorized as partial translation on Content Depth (CD) variable that shows the links of Hotels.com list of menus. The translation strategy of the data is partial translation for the translation of data that contains the verbal components "*Website feedback, About Us, List your property, Careers, Hotels near me, Travel Guides, Vacation Rentals, Site Index*" Is partially transferred and reduced into target text *"Masukan untuk situs web, Tentang Kami, Buat daftar property anda, karir, Panduan Perjalanan, Indeks Situs."*. Moreover, left the non-verbal component (size, arrangement, picture) of the data is affected because of the reducing of verbal components. Besides the data is part of content depth that shows the lists of products menus.

c. Rewritten Translation.

The third strategy of the discussion is rewritten translation. The elaboration of rewritten translation is when the verbal component is completely rewritten, leaving unchanged the non-verbal one, 4) Both components are modified. Those are examples from findings of data categorized as rewritten translation collected from Hotels.com.

Example 1:

	Source Text English Global	Target Text Indonesia
6/RT/CD	 **TreeHouse Villas** – Thailand **Grand Miramar** – Mexico	 **TreeHouse Villas** – Thailand **Grand Miramar** – Mexico

This is the first example of data categorized as rewritten translation on Content Depth (CD) variable that shows the information of Hotels.com list catalogue. The translation strategy of the data is rewritten translation for the data that contains the verbal components "***Treehouse Villas – *** *Thailand,* ***Grand Miramar – *** *Mexico"* is not transferred into TL. In addition, without any of the non-verbal component (size, arrangement, picture) of the data.

Example 2:
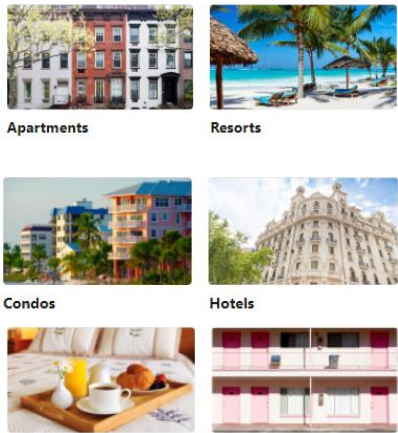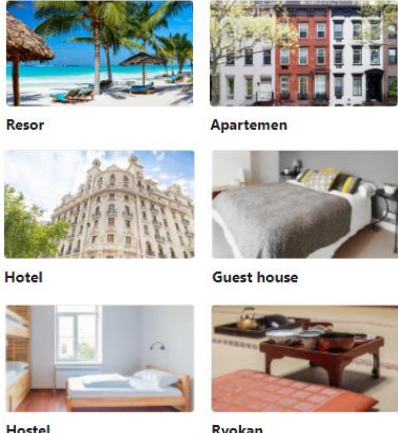
	Source Text English Global	Target Text Indonesia
53/RT/NAV	Q Solo City Centre, Surakarta, Central Java, Ind Solo City Centre, Surakarta, Central Java, Indonesia	Q Solo City Centre, Surakarta, Central Java, Ind Solo City Centre, Surakarta, Central Java, Indonesia

The second example of data categorized as rewritten translation on Navigation (NAV) variable that shows the changeable destination of navigation on Hotels.com search bar. The translation strategy of the data is rewritten translation for the data that contains the verbal components "***Solo City Centre, Surakarta, Central Java, Indonesia"*** is not transferred into TL. In addition, without any of the non-verbal component (size, arrangement, picture) of the data.

d. Modified Translation.

The last strategy of the discussion is modified translation. The short elaboration of rewritten translation is when the verbal component is both components are modified. It means that verbal components on SL is transferred into TL with adapting the non-verbal components that following the specific purpose. Those are examples from findings of data categorized as modified translation collected from Hotels.com.
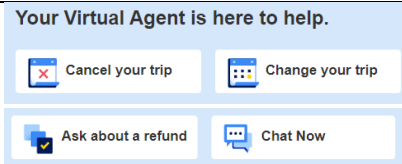
Example 1:

	Source Text English Global	Target Text Indonesia
13/MT/CD	We do more than just hotels... Apartments – Resorts – Condos – Hotels – Bed and Breakfasts - Motels Apartements – Resorts – Condos – Hotels – Bed and Breakfasts - Motels	Kami tidak hanya memiliki hotel... Resor – Apartemen – Hotel – Guest house – Hostel – Ryokan Resor – Apartemen – Hotel – Guest House – Hostel - Ryokan

This is the first example of data categorized as modified translation on Content Depth (CD) variable that shows the information of Hotels.com list catalogue. The translation strategy of

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the data is rewritten translation for the data that contains the verbal components "***Apartments – Resorts – Condos – Hotels – Bed and Breakfasts - Motels***" transferred into "***Resor – Apartemen – Hotel – Guest House – Hostel – Ryokan***". In addition, the non-verbal aspects (picture/preview/illustration) also changed following the local nuance of user, so it will change these two main aspects inside of the data. This kind of data mostly can be found in products or services contents inside of the website, by following the user needs by countries.

Example 2:

	Source Text English Global	Target Text Indonesia
19/MT/WSV	Your virtual agent is here to help. Cancel your trip – change your trip – ask about refund – chat now	Kami selalu siap untuk membantu Anda. - Hubungi Kami

This is the first example of data categorized as modified translation on Web Service and Support (WSV) variable that shows the help contact information of Hotels.com. The translation strategy of the data is rewritten translation for the data that contains the verbal components "***Your virtual agent is here to help. Cancel your trip – change your trip – ask about refund – chat now***" transferred into "***Kami selalu siap untuk membantu Anda. - Hubungi Kami***". It

clearly shows that there is reduction of help menu options. In addition, the non-verbal aspects (picture/preview/illustration) also changed following the country specific, so it will change these two main aspects inside of the data. This kind of data mostly applied due to the lack of customer service on specific country provides website.

2. *Website Localization Quality*

Secondly, main discussion of this research is described by the written by Singh, Toy and Wright (2009) theoretical framework. Singh, Toy and Wright discussion shows that four main points are necessary while assessing the localized website. Furthermore, those 4 points are divided into several variables that define on each part while analyzing the website content. Those points are 1) Content Localization, 2) Cultural Customization, 3) Local Gateway, and 4) Translation Quality.

The points define more about the assessment of website quality that distinguished into specific variables. The 4 points stated above, there are total 12 variables. The further explanation on every point are, Content Depth is consisting of variables of total percentage, content depth, content synchronization, navigation, and website service and support. Cultural Customization is consisting of variables of Web-Page Structure, Graphics, Colors and Promotion. Local Gateway consists of Target Language Gateway Visibility and Target Language URL Visibility. In addition, Translation Quality assesses by the Idiomatic, Vocabulary and Conceptual equivalence.

From 100 data, there are divided into four points, those are, 45 data from content localization, 49 data of cultural customization and 6 data of local gateway, Translation quality will be resulted as statement based on previous discussion.

a. Content Localization

Content localization is derived by five main variables that will be defined on percentage of localized website content's variable, content depth variable, content synchronization variable, navigation variable, and web services and support variable. Each of variable will be scored by a scale of 1 to 5, moreover for the maximum amount of score from content localization is 25.

In detail, from 100 data found in the Hotels.com website, the data is collected amount of 45 data of content localization that consists of content depth for 13 get scored **5**, content synchronization for 13 get scored **4**, navigation for 12 get scored **2**, and website service and support for 7 get scored **3**, and for transferred content score is **5**. In conclusion the aggregate of content localization constructs is **17**.

1) Percentage of Localized Contents.

Percentage of source text web pages translated to target text has found 100 data that consists of 94 data can be identified as translated section. All those 94 data are completely transferred form source text into target text. It means that 94%

data meet the requirement of scoring the percentage that get 5 in scale.

2) Content Depth

The first variable that has further discussion on content localization is content depth. In content depth is discuss about additional information shows in webpages. This refers to content that localized into the target language such as, contact information, product information, services, company information, shipping, and handling.

Example 1:

In this part shows how contact information that includes important part of website in case of customer help to gather more information about product or company.

	Source Text English Global	Target Text Indonesia
2/PT/CD/	Website feedback About us List your property Careers Hotels near me Travel Guides Vacation Rentals Site Index	Masukan untuk situs web Tentang Kami Buat daftar properti Anda Karir Panduan Perjalanan Indeks situs

The example of data categorized as Content Depth (CD) variable that shows the links of Hotels.com list of menus. The menu is containing by several options to gain more information of products and company.

Example 2:

In this part shows Company Services shows how company give priorities of services to customer.

	Source Text English Global	Target Text Indonesia
9/FT/CD	ⓘ Your safety is our top priority See our travel guidance on COVID-19	ⓘ Keselamatan Anda adalah prioritas utama kami Lihat panduan perjalanan kami terkait COVID-19

Secondly. The example of data categorized as Content Depth (CD) variable that shows the service guideline given by company. In this part shows Company Services shows how
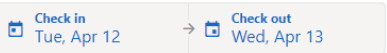
company give priorities of services to customer by guideline to avoid the further problems appears.

The research found the content depth variable data is about 13 data, which is classified from whole data (100 data) into more specific variable on content localization (45 data) and finally the data of content depth. This variable provides specific content that need to be analyze to gain the score. From 13 data above, those are consisting of contact information, product information, services, company information and even handling or in this case mentioned as flight services. By those content above, content depth can be scored 5, due to the content has meet the requirements.

3) Content synchronization referring to the connected contents between source and target, commonly related to currency, date, idiom and language aspects.

Example 1:

In this part shows how content inside of website is localized by following the specific culture and terms.

	Source Text English Global	Target Text Indonesia
34/FT/CS	Check in Tue, Apr 12 → Check out Wed, Apr 13	Check-in Sel, 12 Apr → Check-out Rab, 13 Apr

The example of data categorized as Content Synchronization (CS) variable that shows the adapted date from global into specific format from specific country (Indonesia). The preview shows how the date changed from SL (DD, MM 00) into TL (DD, 00 MM).

Example 2:

Secondly, in this part shows how content inside of website is localized by following the specific culture and terms.

	Source Text English Global	Target Text Indonesia
40/FT/CS	 $65	 Rp. 945.000

The example of data categorized as Content Synchronization (CS) variable that shows the adapted currency from global on Dollar ($) into specific format Rupiah (Rp) from specific country (Indonesia). The preview shows how the currency format changed from SL (Dollar) into TL (Rp).

This content synchronization variable provides specific content that need to be analyze to gain the score. From 13 data, those are consisting of currency, date, and idiom but without language aspects mentioned before. By those content above, content depth can be scored 4, mean has good sync with source.

4) Navigation shows to the condition of functional aspect of elements on localized website, generally it may be consisting of FAQ, search bar, hyperlinks, directories, share, histories also contact me.

Example 1:

In this part shows how Navigation of website is translated by adapting some implementations from source to target.

	Source Text English Global	Target Text Indonesia
1/PT/NAV		

The example of data categorized as Navigation (NAV) variable that shows the menu or option located on top header of website that arranged form global arrangement into specific format arrangement for specific country (Indonesia) to reduce the menu, it is depends on the service that available on Indonesia.

Example 2:

In this part shows how Navigation of website is translated by adapting some implementations from source to target.

	Source Text English Global	Target Text Indonesia
14/PT/NAV	⌄ Top destinations ⌄ Top Countries & Regions Hotels.com® Credit Card ⌄ Support & FAQs ⌄ For Suppliers, Affiliates, and the Media ⌄ User terms & Privacy	⌄ Destinasi Terpopuler ⌄ Negara & Wilayah Populer ⌄ Dukungan & Pertanyaan Umum ⌄ Untuk Supplier, Afiliasi, dan Media ⌄ Ketentuan pengguna & Privasi
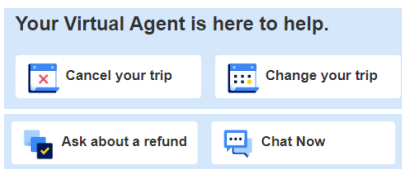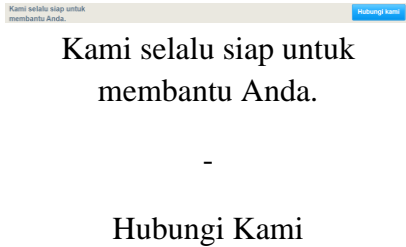
The example of data categorized as Navigation (NAV) variable that shows the menu or option that located on bottom or footer arranged form global arrangement into specific format arrangement for specific country (Indonesia) to reduce the menu, once more, it is depends on the service that available on Indonesia.

This navigation variable provides specific content that need to be analyze to gain the score. From 12 data, those are consisting some of FAQ, search bar, hyperlinks and contact me. Stands without histories, shares and directories make this variable only get scored 2 supported by unequal translated part of website make it categorized as Poor Navigations Provides.

1) Web Service and Support variables refers to condition that localized website has information about contacts and customer services information to link visitor with the company intern.

Example 1:

In this part shows how Website provides service and support for customer to gather additional information of company responded by human.

	Source Text English Global	Target Text Indonesia
19/MT/WSV		Kami selalu siap untuk membantu Anda. - Hubungi Kami

The example of data categorized as Website service and support (WSV) variable that shows the option of contact the website to provide the product information, services information, company detail information, etc. the previews shows that slightly differences between SL and TL that in SL has 4 option to gather information in specific choices. But in TL there is only 1 option to get the information.

This Website Service and Support variable provides specific content that need to be analyze to gain the score like others variables before. From 7 data, those are consisting part of

contact and customer services information link to visitor, without any adaptation to the target text and completely hard to reach but still possibly make this variable only get scored 3. Explained as Basic Support Services.

b. Cultural Customization

Cultural customization is derived by five main variables that will be defined on four variables, those are web page structure, graphics, colors, and promotion of products and services. Each of variable will be scored by a scale of 1 to 5, moreover for the maximum amount of score from content localization is 20.

Next, from 100 data found in the Hotels.com website, 45 data of content customization that consists of color for 12 get scored **3**, graphic for 12 get scored **2**, promotion for 15 get scored **4**, and website structure for 10 data get scored **3**. In amount of total of the content customization constructs is **12**.

1) Color refers to the various kind of different feels, like vibrancy, aesthetics or vivid while following the particular local culture, flags and nuance also.

Example 1:
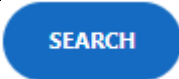
In this part shows how Website contents provide the color for different parts of languages.

	Source Text English Global	Target Text Indonesia
30/FT/CL	 **Doubletree By Hilton Surabaya** 4.5-star Gubeng · 1 mile to city centre **10.0** Exceptional 4 Hotels.com guest reviews	 **Doubletree By Hilton Surabaya** 4.5 bintang Gubeng · 1,6 kilometer ke pusat kota **10,0** Sempurna 4 ulasan tamu Hotels.com

The example of data categorized as Color (CL) variable that shows the differences between source language and target language. Color have function to define which part that necessary to be determination while chose the products. In this case, the color shows the rating that generally Indonesian people choose between the prices.

Example 2:

In this part shows how Website contents provide the color for different parts of languages.

	Source Text English Global	Target Text Indonesia
46/FT/CL	SEARCH	CARI

The example of data categorized as Color (CL) variable that shows the similar between source language and target language. Color in this part have function to define part that necessary due to the website and company theme that chosen to
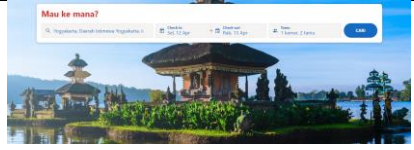
process into next order in specific button. In this case, the color shows the blue color that guide to the next step of searching products process that has no need different culture to provide while showing the part.

This Color variable provides 12 data, those are consisting part of nuance changing, flags following the verbal, flags icon to follow the nuance this make Hotels.com website gets 3 in case of color customization that indicate the different color and nuance for standardize target and source text.

2) Graphics defined to any kind of pictures displayed in the web page. Graphic change needs to apply while showing the products for specific country to gain the potential customer by providing the specific culture of identity by graphic views.

Example 1:

In this part shows how Website contents provide the different graphic or picture for different languages.

	Source Text English Global	Target Text Indonesia
97/MT/GR		

The example of data categorized as Graphics (GR) variable that shows the differences between source language and target language. Graphic in this section have function to define that visitor is choosing right language reflect by its pictures provided while accessing the search bar. It is well-derived to make visitor feels comfort by the cultural by website provides.

Example 2:

	Source Text English Global	Target Text Indonesia
63/FT/GR		

The example of data categorized as Graphics (GR) variable that shows the similar design between source language and target language. Graphic in this section have function to illustrate that in reward by Hotels.com that visitor will get is same between Indonesian visitor and English visitor. This can reflect how company fairly give the reward to worldwide by every nation. Unfortunately, it is not too good to make visitor feels comfort by the cultural by website provides.

This Graphic variable provides specific content that need to be analyze to gain the score. From 12 data, those are consisting some of different part of different pictures to follow the nuance, but mostly keep the standard website picture to design the layout, this make Hotels.com website gets only 2 in case of Graphic customization that indicate the slightly different contents provided.

3) Promotion lead to the condition of localized website that applied particular product or services that is promote or sale on specific local needs.

Example 1:

	Source Text English Global	Target Text Indonesia
12/MT/PR		

The example of data categorized as Promotion (PR) variable that shows the different promo or offer between source language and target language. Promotion in this section have function to distinguished between Local and Inter-local offer that will visitor get by accessing the website directly. It happens due to the location and language that chosen by visitor to define their needs, by their habits and culture.

Example 2:
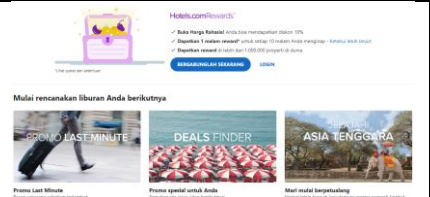
	Source Text English Global	Target Text Indonesia
79/MT/PR	Get 2 reward nights worth $250 (max $125 per night)* *Terms apply. ✓ No annual fee FIND OUT MORE	

The example of data categorized as Promotion (PR) variable that shows the different exclusive service provided by the company to the visitors. The exclusive service between source language and target language is to gain the potential customer by offering the credit option of payment. Unfortunately, the promotion in this section is not available in every country especially Indonesia, only at specific country. Therefore, it shows that in Target language there is no content can be found related to the credit card discussed above.

This Promotion variable provides specific content that need to be analyze to gain the score. From 15 data, those are consisting different product with different promotion using unique method of marketing and different style of layout make Hotels.com website gets 4 in case promotion aspect by providing the distinguished by product followed by same narration.
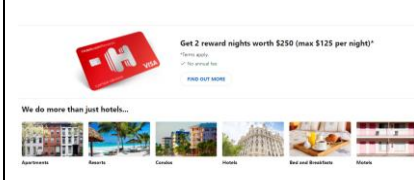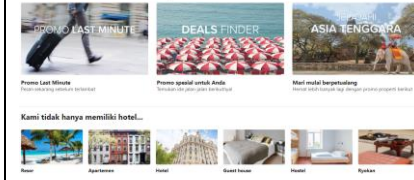
4) Web structure tells about the final design to gain the best user experiences feeling by the user. Web structure here is directly define the layout that changed while the visitor chooses different language and currency.

Example 1:

	Source Text English Global	Target Text Indonesia
37/MT/WST		

The example of data categorized as Web Structure (WST) variable that shows the different position of content between source language and target language. Web structure in this section have function to distinguished between Local and Inter-local offer that will visitor get by accessing the website directly, exactly below the search bar.

Example 2:

	Source Text English Global	Target Text Indonesia
38/MT/WST		

The example of data categorized as Web Structure (WST) variable that shows the different layout due the seducement exclusive service provided by the company to the visitors. The exclusive service provided in specific country between source language and target language is replacing the position of website specific contents. Clearly, the exclusive service provided by the company is changed to the suggested search by local tourism destination.

This Web Structure variable provides specific content that need to be analyze to gain the score. From 10 data, those are distinguished by different layout on promotion based on language and location of visitor make this unique and gets Hotels.com website 3 on a scale, due to the little part that obviously changed the structure just to follow the local nuance, some of part of structure has only little adaptation and some of them aren't adapt to target text.

c. Local Gateway

The third construct is the local gateway. Local gateway shows about the measurement of the ease of accessible localized website from the. It can be consisting about the arrangement of the target languages to locale-domain from specific country for example, the .en domain for English and the .id for Indonesian target audiences. It also distinguished into 2 main variables that known as Gateway Visibility (TGV) and known as URLs (TGU). For each on is 5 points scale 1 to 5.

1) The first variable that will be assessed in this construct is the Target Language Gateway Visibility (TGV). The definition, this construct is about the specific button or option or link to specific cultural terms that obviously provides at the header of website.

Example:

	Source Text English Global	Target Text Indonesia
92/TGV	🇺🇸 ▾ USD ▾ Help ▾ 📋 Trips Sign in	▬ ▾ IDR ▾ Bantuan ▾ 📋 Perjalanan Login

This data example of a gateway visibility variable from the Hotels.com website. The data shows that the options of menu from language and other options related to the transformation of cultural terms is slightly obvious provided on header of website. This finding gets score 5 based on the points that fill by the any requirements stated on theory before.

The finding data of Target Language of Gateway visibility variable of Hotels.com website have scale 5 dues to the most of the gateway page in the Hotels.com website is in the upper right corner and very clear to navigate visitors into ease of access of featured option to the specific countries.

2) The second variable that will be discussed in this construct is the Target Language Gateway Usability (TGU). Further definition, this construct tells about the purpose of target language URL options and others are easy to navigate or not.

Example:

	Source Text English Global	Target Text Indonesia
90/TGU	service.hotels.com/en-us/?intlid=SEARCHRESULTS+%3A%3A+header_help_section Contact us	service.hotels.com/in-id/?intlid=HOME+%3A%3A+header_help_section Hubungi kami

This data example of a gateway usability variable from the Hotels.com website. The data shows that the URL link of specific language from specific pages is accessed normally without any error or miss-spelling found from the address. This finding gets score 5 based on the points that fill by the clear URL address definition that easily noticed by part of /en-us/ for English, and /in-id/ for Indonesian.

The finding data of Target Language of Gateway Usability variable of Hotels.com website that can be known from discussion before, it has scale 5 for all 3 data that have found.

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The target language option in form of URL are easy to navigate between specific language and country written on the hyperlinks. Hotels.com website has fully supported URL to navigate the current webpage. So, for total scored achieved by Local Gateway is 10 in scale of 10.

The results of discussion above shows that each variable has different total of data that will be calculated into percentage based on rules stated by the theories on Chapter II above. To get the readable and understandable results, the researcher provides Table. Moreover, the final results of discussion from theories stated by Toy, Wright and Singh (2009) from the analysis of Hotels.com website will be derived as:

NO	CONSTRUCT	FREQUENCY
1.	Content Localization	45
2.	Cultural Customization	49
3.	Local Gateway	6
TOTAL		100

The table shows the result of localization quality that categorized into 3 variables. The table shows that most transferred content into local is Cultural Customization that earn 49% by transferring 49 data, its less much than Content Localization that earn 45% by only transferring 45 data and last is Local Gateway that get 6% by only collecting 6 data from total 100% from 100 data collected on this research.

d. Translation Quality

The last construct discussion is translation quality. This construct is necessary due to measurement of website translation quality that required for the thesis. By the theory discussed by Singh and Pereira (2005), it is obviously stated that criteria of variable of quality assessment mainly focusing on three main aspects, those are idiomatic equivalence, vocabulary equivalence, and conceptual equivalence. Finally, by combining the construct of Translation Quality and Data collected before. The formula of translation quality assessment of Hotels.com would be in form of table such as:

TRANSLATION QUALITY	NO	NO DATA	CRITERIA OF MEASUREMENT			FINAL SCORE
			Idiomatic Equivalence	Vocabulary Equivalence	Conceptual Equivalence	
			How accurate and how understandable the transferred idioms' meaning	How accurate the specific word meaning is transferred	It refers to construct has similar meaning across cultures	Very Poor (1) Neutral (3) Very Good (5)
	1	1/FT/CD	✔	✔	✔	5

Table 3. Translation quality

NO	TRANSLATION QUALITY	AMOUNT OF DATA
1	SCORED 1 (Very Poor)	27
2	SCORED 3 (Neutral)	8
3	SCORED 5 (Very Good)	65
	TOTAL	**100**

From the table percentage above, it can be concluded that the most dominant translation quality is Very Good scored by 5 points that contains 65 data, it meant that the translation quality is Very Good quality, thus the percentage of the translation quality variable is 65% by 100%. For further explanation about the 3 main criteria of Translation Quality based on Singh and Pereira (2005).

1) Criteria 1 (Idiomatic Equivalent)

Example:

	Source Text English Global	Target Text Indonesia
5/FT/CD/	A snapshot of the world's most picture-perfect properties Check out some of our favorite unique stays	Jepretan dari properti paling fotogenik di dunia Lihat beberapa penginapan unik favorit kami

When the target text shows the text like native or source text. From the data example above it can be seen that the data in the target text is translated like a native/source text or the source text is fully translated to target text.

2) Criteria 2 (Vocabulary Equivalent)

Example:

	Source Text English Global	Target Text Indonesia
10/FT/CD		

Based on the data example above, it can be seen that the data is a little different translated to target text, there is more detailed information in target text it meant that the data is achieving the intended effect/persuasion.

3) Criteria 3 (Conceptual Equivalent)

Example:

	Source Text English Global	Target Text Indonesia
7/PT/CD		

From the data example above, it can be seen that the data do not exhibit unintended side effects (humor, offense) because the verbal component is about the name of the country even without changing the picture it doesn't exhibit unintended side effects also and bias on both languages.

J. Discussion

Discussion is a subchapter that explain about the analysis of data from another subchapter before. The discussion is related to the problem statements of the research that have mentioned on Chapter I which also related by the analysis between translation strategies and localization qualities on Hotels.com website. The research found 100 sample data that divided into 45 data of content localization, 49 data of cultural customization, and 6 data of local gateway. Further explanations are served as exponential table below:

1. *Content Localization*

Table 4. discussion of translation strategy to content localization

	CONTEN LOCALIZATION			
	CD	CS	NAV	WSV
FT	6	12	5	3
PT	4		5	
RT	1		1	
MT	2	1	1	4

Based on the table above, the research shows that content localization construct is 45 data that consists of:

a) 13 data of content depth divided into 6 data of full translation, 4 data of partial translation, 1 data of rewritten translation and 2 data of modified translation.

b) 13 data of content synchronization only divided into 12 data of full translation and 1 modified translation.

c) 12 data of navigation that also divided 5 data of full translation, 5 data of partial translation, 1 data of rewritten translation and 1 data of modified translation.

d) 7 data of web service and support divided into 3 data of full translation and only 3 data of modified translation.

From the analysis above, it can be concluded that the dominant strategies of content localization are Full Translation (FT) or can be understand as the translation that applied verbal component transferred without any adaptation and non-verbal component left unmodified. And based on the previous subchapter the total score of the Content Localization construct is 17.

2. *Cultural Customization*

Table 5. discussion of translation strategy to cultural customization

	CULTURAL CUSTOMIZATION			
	WST	GR	CL	PR
FT	4	6	12	12
PT				1
RT	1	1		
MT	5	5		2

Based on the table above, the research shows that content customization construct is 49 data that consists of:

a) 10 data of Website Structure divided into 4 data of full translation, 1 data of rewritten translation and 5 data of modified translation, without partial translation.

b) 12 data of Graphic that divided into 6 data of full translation, 1 data of rewritten translation and 5 data of modified translation, without partial translation.

c) 12 data of Color that only divided into 12 data of full translation, without any adaptation by partial, modified even rewritten translation.

d) 15 data of Promotion divided into 12 data of full translation and only 1 data of partial translation, 2 data of modified translation, and without rewritten translation.

From the analysis above, can be concluded that the dominant strategy of content customization is Full Translation (FT) means the translation that applied verbal component transferred without any adaptation and non-verbal component left unmodified scored 12.

3. *Local Gateway*

By the local gateway construct on localized website, the analysis doesn't need any translation strategies in case of the construct is only consists of options menu and hyperlinks to navigate the visitor while visiting the Hotels.com website. So, based on the explanation before, the local gateway construct gets 10 score, in addition each categorize earns 5 scored in scale.

Table 6. Discussion of local gateway

	LOCAL GATEWAY	
	GV	UV
	3	3

Last but not least, from the discussion above related to the first research question from Chapter I, the translation strategies that mostly applied to the transferred contents of the Hotels.com website can be written as statements that explaining result such as; the most used strategy applied on Hotels.com website is Full Translation or known as strategy that transferring verbal component without any adaptation, and the non-verbal one is unmodified which scored that is found 60 data or 60% of 100 data.

As the Pierini (2007) discussion that full translation indicating the objective of translation is to pursue and produce a 'natural' TT without errors, by transferring the verbal component without adapting the non-verbal component is believed becomes the most communicative ways through the visitor. The translation strategies applied to the Hotels.com website bring the most effective way while translating the website contents when the website services do not provide slightly different promos between two specific languages.

4. *Translation Quality*

Table 7. The discussion of translation quality score.

	TRANSLATION QUALITY							
	CL				CC			
	CD	CS	NAV	WSV	WST	GR	CL	PR
1	4		5	4	1	2	1	7
3	2		2		1		1	2
5	7	13	5	3	9	10	9	6

The information can be arranged from the table above is that each construct has its own quality of score. Indeed, content localization construct gets 13 data of very poor quality, 4 data of neutral quality and 28 data of good quality. Next, the construct of cultural customization gets 11 data of very poor quality, 4 data of neutral quality, and 34 data of very good quality, and also Local Gateway get 6 in very good. Total, 100 data found in this research. Moreover, from the simple explanation of the table above, it can be known that the most translation quality found in the Hotels.com website is good quality which is has scale of 5.

Next, it means that total score of localization quality from Hotels.com website is calculated by the combination of content localization score, cultural customization score, local gateway score and translation quality score that will be provided as diagram. The diagram shows each final score of constructs, and finally will be provided by the scale of 1-5.

According Singh and Pereira (2005) theory stated before, the variable of quality assessment mainly focusing on three aspects, idiomatic equivalence, vocabulary equivalence, and conceptual equivalence that already discussed before, then explained that those criteria are calculated to get the final score to gain how success and how understandable meaning in common culture or intended condition. Next, it will be distinguished into 5 score, these scores are very poor quality of translation (1), poor quality of translation (2) neutral quality of translation (3), good quality of translation (4) and very good quality of translation (5)
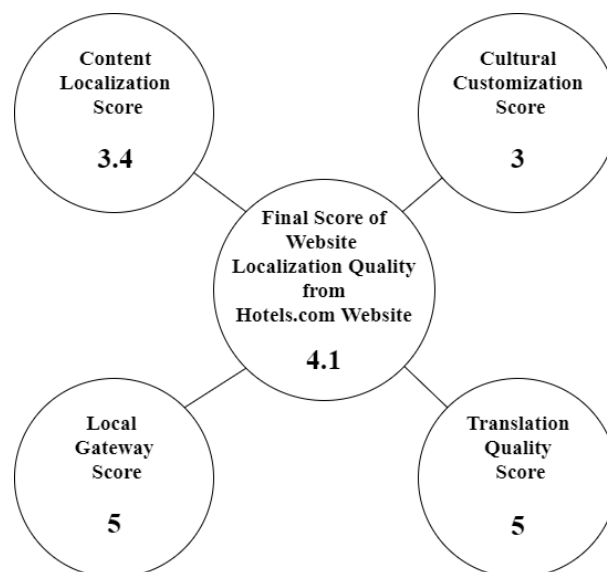
A review by the illustration from the table above, it is used to answer the second problem formulation above that mentioned about *"How is the localization quality of Hotels.com?"*. So clearly, it can be answered by distinguished that content localization construct which contains of 5 main aspects such total of transferred content, content depth, content synchronization, navigation and web services and support scored of   3,4 located on the top left on the diagram. Next, the second construct is cultural customization which is consists of color, graphic, promotion and website structure that scored 3. Third is local gateway that is constructed by of gateway visibility and URL usability get scored 5. And finally, translation quality gets 5. In summary, total amount of localization quality stated by Singh and Pereira (2005) on the research of Hotels.com website quality assessment has final result of **4.1** or the other word, the result shows scale of **good quality of translation.**

5. *Hotels Website Information Performance*

Additional information of Hotels.com components is to derived how far the performance and completeness of the information provided inside the website. The hotels' information is written to support thus the score is proven that connected each and other theory by distinguished into 5 Online Main Points. Moreover, to support the performance from the measurement of website localization quality, hotels information either attempt to give explanation and discussion that derived to show which components has dominant information contains inside the

specific website related to Translation Strategies and to determine the conclusion.

	ONLINE HOTEL INFORMATION				
	Hotel Information	Hotel Customer Contact	Hotel Reservation	Hotel Surrounding Area	Management Hotel and Reality
Full Translation	14	5	24	4	13
Partial Translation	6	2	2	-	-
Rewritten Translation	3	-	1	-	-
Modified Translation	5	7	4	2	2

a. Online Hotel Information

Based on the table above, the research shows that Online Hotel Information related to Translation strategies construct is 28 data that consists of:

a) 14 data are translated using Full Translation;

b) 6 data are translated using Partial Translation;

c) 3 data are translated using Rewritten Translation;

d) 5 data are translated using Modified Translation.

b. Online Customer Contact Information

Based on the table above, the research shows that a. Online Customer Contact Information related to Translation Strategies construct is 12 data that consists of:

a) 5 data are translated using Full Translation;

b) 3 data are translated using Partial Translation;

c) No data are translated using Rewritten Translation;

d) 4 data are translated using Modified Translation.

c. Online Reservation Information

Based on the table above, the research shows that a. Online Reservation Information related to Translation Strategies construct is 33 data that consists of:

a) 24 data are translated using Full Translation;

b) 2 data are translated using Partial Translation;

c) No data are translated using Rewritten Translation;

d) 7 data are translated using Modified Translation.

d. Online Information about Surrounding Area

Based on the table above, the research shows that a. Online Information about Surrounding Area related to Translation Strategies construct is 6 data that consists of:

a) 4 data are translated using Full Translation;

b) No data are translated using Partial Translation;

c) No data are translated using Rewritten Translation;

d) 2 data are translated using Modified Translation.

e. Management Website, Hotels and Reality

Based on the table above, the research shows that Management Website, Hotels and Reality related to Translation Strategies construct is 15 data that consists of:

a) 13 data are translated using Full Translation;

b) No data are translated using Partial Translation;

c) No data are translated using Rewritten Translation;

d) 2 data are translated using Modified Translation.

Translation Strategies data findings combining by the theory of Hotels' Information has showed the significant data which is mentioned in sub chapter before, Full Translation become dominant between all categorizes mentioned by Law and Chung (2003) discussion. The analysis conduct that based on Law and Chung (2003) final summary of those hypothesis when;

(OHI) indicates website provides significant main changes through hotels information facilities and information between two languages that applied dominant full translation strategy shows that mostly dominated by high quality on company basic information aspects by following acceptable the local nuance and culture.

(OCI) has indicates that website provides online customer and contact information between two languages that mostly dominated by Modified Translation which in reality the difference appears due to unequally transferred contents related to services given between two

specific languages that appears to give a low quality of website contact and customer services which is un acceptable to the mostly local users.

(ORI) indicates website provides significant main changes through online promotion and reservation information between two languages that applied full dominant strategy shows that mostly dominated by high quality on reservation and promotions that some of promotion even following the local needs to pursue the reservation.

(OSI) indicates website provides significant information through hotels information surrounding area and facilities between two languages that once more applied dominant strategy of Full Translation shows that mostly reliable and effective by applied the local measurement, dates, currency even local terms that dominated by high quality on surrounding area distance and facility information aspects.

(MHR) indicates that management of the website and hotels corporation provide enough and reliable information due to main facilities, price, information and services written on the website with reality. The main changes that appears to the contents mostly dominated by full translation between two languages that once more applied the dominant strategy that dominated by reliable and proven facility services and management of each hotel registered on website.

It is equally provided the translator mostly applying the fully translated process due to language factor that need to transfer between English .en global into specific language of Indonesian .id. The

translator did transfer content that related to the local needs and nuance that make this website localization score get 4.1 by 5 in scale which mean it is translated in GOOD QUALITY score but haven't get perfect translation at all. The translation quality score deserves to get the scale supported by the categorification of Hotels' information which is again gets poor quality on (OCI) construct that tells about Online Customers and Contact Information. But on the other hands, the Hotels' Information furtherly proved that the score gets from final translation quality above is correct. (OHI), (ORI), (OSI), and (MHR) construct supported that the data analysis driven by those categories supported by full translation strategies combine with translation quality shows equal description of quality.

Based on the presentation above, the Hotels.com website has unique way by adapting content from source to target language by following local terms and changing some display menu to expand market into Indonesian customer so it affects at ease of access from the website supported by local gateway that not to left to translate.

CHAPTER V

CONCLUSION AND SUGGESTION

K. CONCLUSION

First of all, the translation strategy that mostly applied to Hotels.com website is full translation, by 100 total data found in this research, 60 data are distinguished as the full translation that divided into 26 data on content localization construct, and 34 data on cultural customization construct. Full translation strategy gains 63.83%, following by modified translation at 21.30%, partial translation 10.62% and finally rewritten translation at 4.25%.

On the other hands, in sight of assessing the localization quality of Hotels.com website shows that 4 construct that stated before according to the theory of Singh, Toy and Wright (2009) that already mentioned. Data found on Hotels.com website consisting 45 data of content localization, 49 data of cultural customization, and 6 data of local gateway also translation quality. Moreover, content localization gets 45% and scored 3.4, cultural customization gets 49% and scored 3, local gateway gets 6% scored 10, at final, and translation quality get scored 5. The assessment also resulted on each score on particular data which is arranged into 62 data of very good, 8 data of neutral quality, and 24 of poor quality plus 6 data of local gateway gets very good score. The research is collecting data from January 2022 – March 2022.

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Pierini (2007) discussed that full translation indicating the objective of translation is to pursue and produce a 'natural' TT without errors, by transferring the verbal component without adapting the non-verbal component is believed becomes the most communicative ways through the visitor. from 100 data found on Hotels.com website the calculation between those 4 constructs resulting on score 4.1 or categorized as Good Quality.

L. IMPLICATION

Researcher finally takes conclusion that research of translation and localization quality assessment on tourism website especially on Hotels.com website research by applying standard translation strategy such as stated by Pierini (2007) theory will result mostly found full translation strategy due to the adaptation of verbal components by following the local terms without any non-verbal component changes will give ease of access and natural-look of language to the visitor transferring from English to specific language, Indonesian. While browse the destination of vacation, in some cases, the modified translation still needed to improve and gain more successfulness of the understandable marketing purposes and/or destination information provided to the visitor by following the local nuance.

By the topic of website translation quality, cultural customization construct be the most applied construct used to transferring from source text into target text on Hotels.com website. Singh, Toy and Wright (2009) theorized that cultural customization contains sensitive information that transferred into local terms. Well, unfortunately on Hotels.com website doesn't show that cultural customization is translated effectively, it shows

on the score that cultural customization gets lower scored than content localization on the assessment which is scored 3 : 3.4. Singh, Toy and Wright (2009) suggested that high quality localized website has to get at least good quality (scored 4) on content localization and cultural customization equally.

M. SUGGESTION

According to the statement of conclusion above, the suggestion has to be directly stated to few parties, such as:

1. *English Letter Students*

    The research may be able to be more references for additional knowledge to study about website translation and quality measurement focusing on localization aspect.

2. *Other Researchers*

    The other research may be found more alternative site or perspective or theory due to ongoing or further researches that will take the similar themes of thesis or research focusing on translation strategies, localizations and its measurements. Unfortunately, this research is limited by only conducted Pierini (2007) and Singh, Toy and Wright (2009) theories. The amount of time while collecting the data may be the other limitation and need to be expose more.

3. *Lecturers of Translation Subject*

The research may be enriching the references of translation study focusing on website translation strategies and localization quality that will become rapidly developed in industrial era 4.0. and also, can be the sample of steps and results by analyzing the tourism website especially.

4. *Translators of Hotels.com Website*

The researcher hopes that Hotels.com website translator may be giving more the efforts and quality while translating Hotels.com by following the sample spread on the internet that already becomes an expert example that may help Hotels.com becomes more popular among native visitors from different countries. Avoid the reducing of the data, ambiguity of meaning, rewriting the content, and providing the equal menu, promotion and services, also the customer service pages.

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APPENDICES

A. DATA VALIDATION

Data validation sheet is provided 3 types of construct, these are: Content localization, cultural customization and local gateway.

Appendice 1: Validation Sheet

VALIDATION

The thesis data titled *"WEBSITE LOCALIZATION QUALITY OF HOTELS.COM"* have been checked and validated by Mohammad Romdhoni Prakoso, M.Pd. in:

Day   : Tuesday
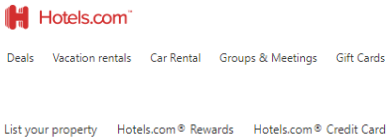
Date   : October 11, 2022

Surakarta, October 11, 2022
Validator
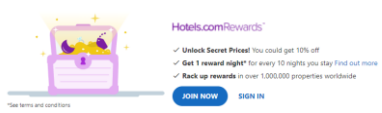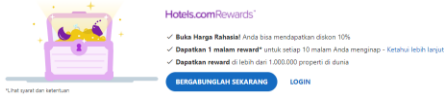
Mohammad Romdhoni Prakoso, M. Pd.
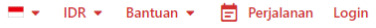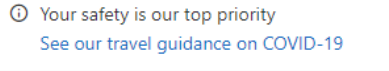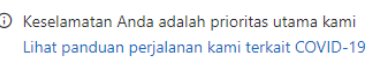
| NO | DATA | | TRANSLATION STRATEGIES | VARIABLE | EXPLANATION |
	ST ENGLISH GLOBAL	TT INDONESIA			
1/PT/NAV	Hotels.com™ Deals Vacation rentals Car Rental Groups & Meetings Gift Cards List your property Hotels.com® Rewards Hotels.com® Credit Card	Hotels.com™ Buat daftar properti Anda Hotels.com™ Rewards	Partial Translation	Navigation (Hyperlinks)	This data is conclude as Hyperlinks from Navigation variable located at header of website. It is applied partial translation due to rewritten and full translation, also changing the arrangement and its structure dimension. The data is about hyperlinks translated into target language with fewer options to the specific address

| 2/PT/CD/ | Website feedback

About us

List your property

Careers

Hotels near me

Travel Guides

Vacation Rentals

Site Index | Masukan untuk situs web

Tentang Kami

Buat daftar properti Anda

Karir

Panduan Perjalanan

Indeks situs | Partial Translation | Content Depth (Company Information) | This data is conclude as Company Information for Content Depth variable of the website. It is partial translation due to the full translation with fewer options, which changed the arrangement and its structure dimension. |

3/FT/WSV/	Change your booking FAQs Contact us Website feedback	Ubah pemesanan Anda Pertanyaan Umum Hubungi kami Masukan untuk situs web	Full Translation	Web Service and Support	This data is conclude as Web Service and Support. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect.
4/PT/CD/	 Unlock Secret Prices! You could get 10% off Get 1 reward night* for every 10 nights you stay Find out more Rack up rewards in over 1,000,000 properties worldwide	 Buka Harga Rahasia! Anda bisa mendapatkan diskon 10% Dapatkan 1 malam reward* untuk setiap 10 malam Anda menginap - Ketahui lebih lanjut Dapatkan reward di lebih dari 1.000.000 properti di dunia	Partial Translation	Content Depth (Company Services)	This data is conclude as Company Services for Content Depth variable on the website. It is partial translation due to the full translation on points of description without changing the picture as illustration.
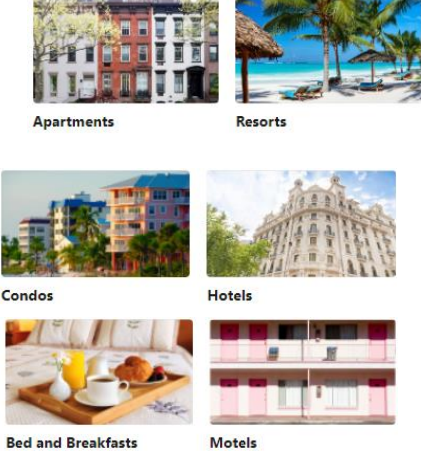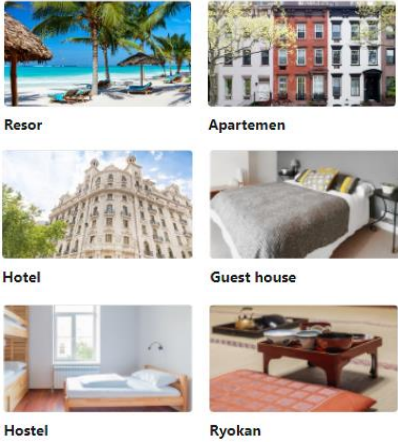
5/FT/CD/	**A snapshot of the world's most picture-perfect properties** Check out some of our favorite unique stays	**Jepretan dari properti paling fotogenik di dunia** Lihat beberapa penginapan unik favorit kami	Full Translation	Content Depth (Product information)	This data is conclude as Product Information for Content Depth variable of the website. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect.
6/RT/CD	**TreeHouse Villas** Thailand **Grand Miramar** Mexico	**TreeHouse Villas** Thailand **Grand Miramar** Mexico	Rewritten Translation	Content Depth (Product Information)	This data is conclude as Product Information for Content Depth variable of the website. It is rewritten translation due to the all-verbal aspects does not translated into target language and without changing the non-verbal aspect.

| 7/PT/CD |
explora Patagonia
Chile

Kakslauttanen Arctic Resort
Finland |
explora Patagonia
Cile

Kakslauttanen Arctic Resort
Finlandia | Partial Translation | Content Depth (Product Information) | This data is conclude as Product Information for Content Depth variable of the website. It is partial translation due to the all-verbal aspects translated without changing the non-verbal aspect. |

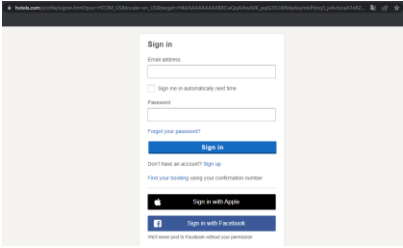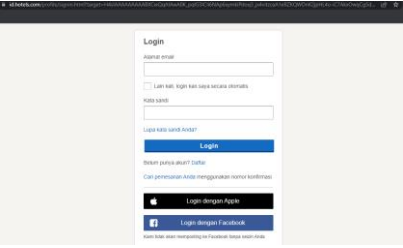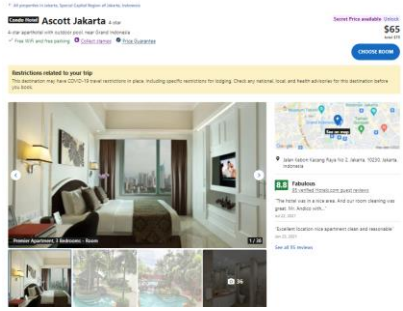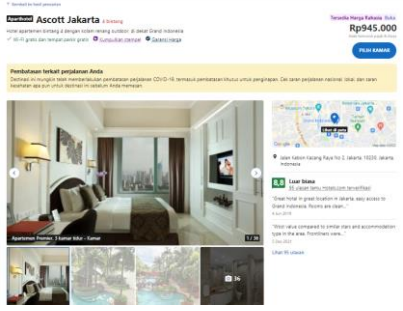|					
8/FT/CS			Full Translation	Content Sync (Language, Currency)	This data is conclude as Content Sync variable for language and currency. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. The synchronization is applied on the flag icon and currency affecting the search results, But adapting the currency between two different language, Dollar ($) and Rupiah (IDR)
9/FT/CD			Full Translation	Content Depth (Company Services)	This data is conclude as Company Services for Content Depth variable on the website. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect.

10/FT/CD			Full translation	Content Depth (Company Services)	This data is conclude as Company Services for Content Depth variable on the website. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect.
11/FT/CD	Travel with confidence Many properties have updated us about their enhanced health and safety measures. So, during your search, you may find details like: Official health standards Properties adhering to corporate/organizational sanitization guidelines. Hygiene and sanitization The use of disinfectant and whether properties enforce a gap period between stays. Social distancing Contactless check-in and check-out along with other social distancing measures. Essentials at the property Free hand sanitizer for guests and individually wrapped food options.	Bepergian dengan yakin Banyak properti telah menginformasikan langkah-langkah mereka dalam meningkatkan kesehatan dan keselamatan di properti. Oleh karena itu, selama mencari, Anda mungkin menemukan detail seperti: Standar kesehatan resmi Properti yang menaati panduan sanitasi perusahaan/organisasi. Higiene dan sanitasi Penggunaan disinfektan dan penerapan periode tunggu di antara masa menginap. Pembatasan sosial Check-in dan check-out tanpa sentuh dengan langkah-langkah pembatasan sosial. Hal-hal esensial di properti Sanitiser tanpa sentuh untuk tamu dan opsi makanan kemasan terpisah.	Full Translation	Content Depth (Company Services)	This data is conclude as Company Services for Content Depth variable on the website. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect.
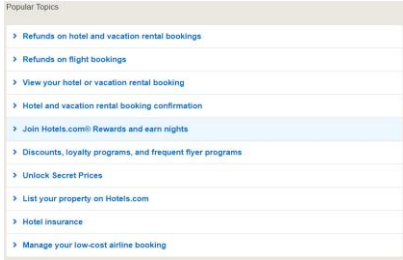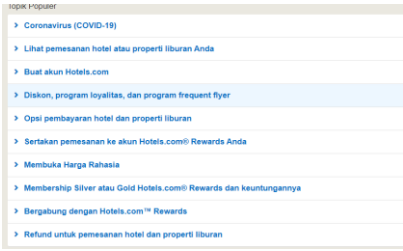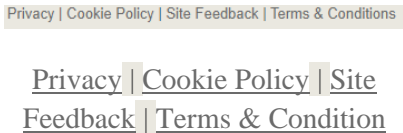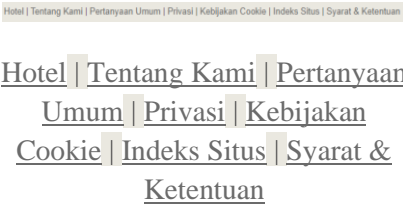
12/MT/PR	**Start planning your next getaway** **Get the app** Book on the go with our mobile app **Book with confidence** Free cancellation on most hotels **Hotels.com Rewards** Get 10 stamps, get 1 reward* night	**Mulai rencanakan liburan Anda berikutnya** **Promo Last Minute** Pesan sekarang sebelum terlambat **Promo spesial untuk Anda** Temukan ide jalan-jalan berikutnya! **Mari mulai berpetualang** Hemat lebih banyak lagi dengan promo properti berikut	Modified Translation	Promotion (Deals/Offers)

This data is conclude as Promotion variable for Deals/Offers on the website. It is modified translation due to the all-verbal aspects is transferred and localized into target language with changing the non-verbal aspect as the illustrations. This data informs the recommendations of deals and/or offers from specific destination distinguished by user language
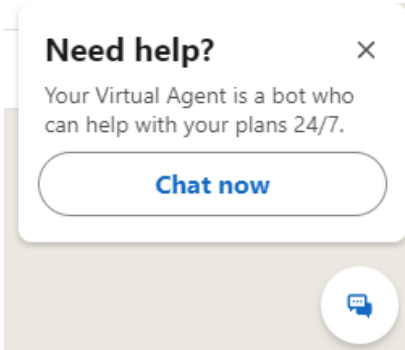
13/MT/CD			Modified Translation	Content Depth (Product Information)	This data is conclude as Product Information for Content Depth variable on the website. It is modified translation due to the all-verbal aspects is transferred and localized into target language with changing the non-verbal aspect as the illustrations. This data informs the recommendation of products from specific destination distinguished by user language
14/PT/NAV			Partial Translation	Navigation (Sitemap)	This data is concluded as Sitemap from Navigation variable located at footer of website. It is partial translation due to the all-verbal aspects is transferred and some is deleted at target language that changing the arrangement and its structure dimension. Sitemap necessary to help visitors find the shortcut of most website highlighted contents, in form of arranged lists

15/FT/CD	 * Some hotels require you to cancel more than 24 hours before check-in. Details on site. © 2022 Hotels.com is an Expedia Group company. All rights reserved. Hotels.com and the Hotels.com logo are trademarks or registered trademarks of Hotels.com, LP in the United States and/ or other countries. All other trademarks are the property of their respective owners.	 * Beberapa hotel mengharuskan Anda untuk membatalkan lebih dari 24 jam sebelum check-in. Rincian di situs web. © 2022 Hotels.com merupakan perusahaan Expedia Group. Hak cipta dilindungi oleh undang-undang. Hotels.com dan logo Hotels.com merupakan merek dagang terdaftar dari Hotels.com, LP di Amerika Serikat dan/atau negara lainnya. Semua merek dagang yang tercantum di sini adalah properti dari masing-masing pemiliknya.	Full Translation	Content Depth (Company Information)	This data is conclude as Company Information for Content Depth variable on the website. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect.

16/FT/NAV	* Learn more about Hotels.com® Rewards * Learn more about Hotels.com® Rewards	* Ketahui selengkapnya tentang Hotels.com™ Rewards * Ketahui selengkapnya tentang Hotels.com™ Rewards	Full Translation	Navigation (Hyperlinks)	This data is conclude as Hyperlinks from Navigation variable located at bottom of website. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect.
17/FT/NAV	**Customer Service** Search	**Layanan Pelanggan** Cari	Full Translation	Navigation (FAQ)	This data is conclude as FAQ from Navigation variable. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect.

18/MT/NAV			Modified Translation	Navigation (FAQ)	This data is conclude as FAQ for Navigation variable on the website. It is modified translation due to the all-verbal aspects is transferred, deleted and localized into target language with changing the non-verbal aspect as the icons.
19/MT/WSV		Kami selalu siap untuk membantu Anda. - Hubungi Kami	Modified Translation	Web Service and Support	This data is conclude as Web Service and Support. It is modified translation due to the all-verbal aspects is deleted and localized into target language with changing the non-verbal aspect as the illustrations and icons. This data is simplified between different languages on 'Contact me' section.

			Partial Translation	Navigation (FAQ)	This data is conclude as FAQ for Navigation variable on the website. It is partial translation due to the all-verbal aspects is transferred into target language with changing the small of arrangement as non-verbal aspect.
20/PT/NAV	Popular Topics › Refunds on hotel and vacation rental bookings › Refunds on flight bookings › View your hotel or vacation rental booking › Hotel and vacation rental booking confirmation › Join Hotels.com® Rewards and earn nights › Discounts, loyalty programs, and frequent flyer programs › Unlock Secret Prices › List your property on Hotels.com › Hotel insurance › Manage your low-cost airline booking	Topik Populer › Coronavirus (COVID-19) › Lihat pemesanan hotel atau properti liburan Anda › Buat akun Hotels.com › Diskon, program loyalitas, dan program frequent flyer › Opsi pembayaran hotel dan properti liburan › Sertakan pemesanan ke akun Hotels.com® Rewards Anda › Membuka Harga Rahasia › Membership Silver atau Gold Hotels.com® Rewards dan keuntungannya › Bergabung dengan Hotels.com™ Rewards › Refund untuk pemesanan hotel dan properti liburan	Partial Translation	Navigation (FAQ)	
21/PT/NAV	Privacy | Cookie Policy | Site Feedback | Terms & Conditions Privacy | Cookie Policy | Site Feedback | Terms & Condition	Hotel | Tentang Kami | Pertanyaan Umum | Privasi | Kebijakan Cookie | Indeks Situs | Syarat & Ketentuan Hotel | Tentang Kami | Pertanyaan Umum | Privasi | Kebijakan Cookie | Indeks Situs | Syarat & Ketentuan	Partial Translation	Navigation (Hyperlink)	This data is conclude as Hyperlinks from Navigation variable located at bottom of website. It is partial translation due to the all-verbal aspects transferred into target language with additional options, also changing the arrangement and its structure dimension.

22/PT/CD	© 2020 Hotels.com is an Expedia Group company. All rights reserved. 2020 Hotels.com is an Expedia Group company. All rights reserved. Hotels.com and the Hotels.com logo are trademarks or registered trademarks of Hotels.com, LP in the United States and/ or other countries. All other trademarks are the property of their respective owners.	© 2002-2016 Hotels.com L.P. Hak cipta dilindungi undang-undang. 2002-2016 Hotels.com L.P. Hak cipta dilindungi undang-undang. Hotels.com dan logo Hotels.com merupakan merek dagang terdaftar dari Hotels.com, LP di Amerika Serikat dan/atau negara lainnya. Semua merek dagang yang tercantum di sini adalah properti dari masing-masing pemiliknya.	Partial Translation	Content Depth (Company Information)	This data is conclude as Company Information for Content Depth variable on the website. It is partial translation due to the all-verbal aspects are transferred into target language and localized without changing the non-verbal aspect.
23/MT/WSV	**Need help?** ✕ Your Virtual Agent is a bot who can help with your plans 24/7. **Chat now**		Modified Translation	Web Service and Support (Customer Service)	This data is conclude as Customer Service for Web Service and Support. It is modified translation due to the deletion from source language into target language for verbal either non-verbal aspects.

			Modified Translation	Web Service and Support (Customer Review)	This data is conclude as Customer Review for Web Service and Support variable. It is modified translation due to the deletion from source language into target language for verbal either non-verbal aspects.
24/MT/WSV	**Overheard from our loyalty members** We have over 50 million happy members and have given away over 25 million reward nights around the world. Here's what our members have to say. Overheard from our loyalty members We have over 50 million happy members and have given away over 25 million reward nights around the world. Here's what our members have to say.				

| 25/MT/WSV | | | Modified Translation | Web Service and Support (Customer Review) | This data is conclude as Customer Review for Web Service and Support variable. It is modified translation due to the deletion from source language into target language for verbal either non-verbal aspects. |

			Modified Translation	Content Depth (Services)	This data is conclude as Company Services for Content Depth variable on the website. It is modified translation due to the deletion from source language into target language for verbal either non-verbal aspects.
26/MT/CD					
27/FT/NAV	Hotels › Hotels in Indonesia › Surabaya Hotels	Hotel › Hotel di Indonesia › Hotel Surabaya	Full Translation	Navigation (Hyperlinks)	This data is conclude as Hyperlinks from Navigation variable located at header of website. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect.

28/FT/NAV	Still exploring? Discover similar destinations ↓	Masih mencari? Temukan destinasi yang serupa ↓	Full Translation	Navigation (Hyperlinks)	This data is conclude as Hyperlinks from Navigation variable located at header of website. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect.
29/FT/CS	**Doubletree By Hilton Surabaya** 4.5-star Gubeng · 1 mile to city centre **10.0** Exceptional 4 Hotels.com guest reviews	**Doubletree By Hilton Surabaya** 4.5 bintang Gubeng · 1,6 kilometer ke pusat kota **10,0** Sempurna 4 ulasan tamu Hotels.com	Full Translation	Content Sync (Length / Distance)	This data is conclude as Content Sync variable for distance or length. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. This data provides different unit based on different language and area, mile and km.

			Full Translation	Colors (Vibrancy)	This data is conclude as Vibrancy for Color variable. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. This data shows the different color of rating to marks the necessary decision.
30/FT/CL					
31/FT/CS			Full Translation	Content Sync (Length / Distance)	This data is conclude as Content Sync variable for distance or length. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. This data provides different unit based on different language and area, mile and km.

32/FT/CL			Full Translation	Colors (Vibrancy)	This data is conclude as Vibrancy for Color variable. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. This data shows the different color of rating to marks the necessary decision.
33/PT/NAV			Partial Translation	Navigation (Hyperlink)	This data is conclude as Hyperlinks from Navigation variable. It is partial translation due to the all-verbal aspects transferred into target language with small changing the non-verbal aspect.

| 34/FT/CS | | | Full Translation | Content Sync (Time and Date) | This data is conclude as Content Sync variable for time and date. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. This data provides different unit based on different language and area. |
| 35/MT/CS | | | Modified Translation | Content Sync (Length / Distance) | This data is conclude as Content Sync variable for distance or length. It is modified translation due to the all-verbal aspects transferred and localized into target language with additional information, and additional icon. This data also provides different unit based on different language and area, mile and km. |

			Modified Translation	Web Structure	This data is conclude as Web Structure variable. It is modified translation due to the some verbal aspects transferred, also the other verbal aspects is localize into target language with changing the information, sections and pictures.
36/MT/WST			Modified Translation	Web Structure	This data is conclude as Web Structure variable. It is modified translation due to the some verbal aspects transferred, also the other verbal aspects is localize into target language with changing the information, sections and pictures.
37/MT/WST			Modified Translation	Web Structure	This data is conclude as Web Structure variable. It is modified translation due to the some verbal aspects is transferred; also localize the content into target language by deleting the review section; and left information about destinations, deals and pictures.

38/MT/WST			Modified Translation	Web Structure	This data is conclude as Web Structure variable. It is modified translation due to the some verbal aspects is transferred; also localize the content into target language by deleting the 'credit-card section' section; but do additional information about destinations, deals and pictures.
39/FT/CS			Full Translation	Content Sync (Currency)	This data is conclude as Content Sync variable for Currency. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. But adapting the currency between two different language, Dollar ($) and Rupiah (IDR)
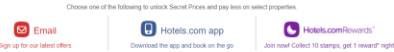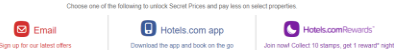
40/FT/CS			Full Translation	Content Sync (Length / Distance)	This data is conclude as Content Sync variable for distance or length. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. This data provides different unit based on different language and area, mile and km.
41/FT/CL			Full Translation	Colors (Vibrant)	This data is conclude as Vibrancy for Color variable. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. This data shows the different color of rating to marks the necessary decision.
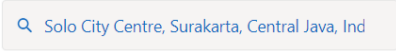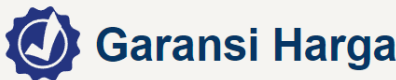
| 42/FT/CS | | | Full Translation | Content Sync (Currency) | This data is conclude as Content Sync variable for Currency. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. But adapting the currency between two different language, Dollar ($) and Rupiah (IDR) |
| 43/FT/CS | | | Full Translation | Content Sync (Currency) | This data is conclude as Content Sync variable for Currency. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. But adapting the currency between two different language, Dollar ($) and Rupiah (IDR) |

44/FT/CL			Full Translation	Colors (Vibrant)	This data is conclude as Vibrancy for Color variable. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. This data shows the different color of rating to marks the necessary decision.
45/FT/CS			Full Translation	Content Sync (Length / Distance)	This data is conclude as Content Sync variable for distance or length. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. This data provides different unit based on different language and area, mile and km.

46/FT/CL	SEARCH	CARI	Full Translation	Color (Bright)	This data is conclude as Color variable. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. The color of menu is same between source and target language
47/FT/CS	40% off	Diskon 40%	Full Translation	Content Sync (language terminology)	This data is conclude as Content Sync variable for language terminology. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. This data provides different unit based on different language and area, (off) and (diskon).
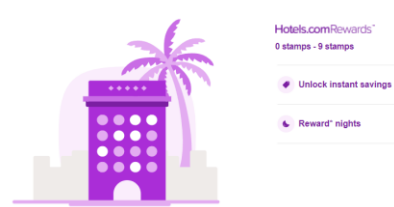
48/FT/CL	⛹ Pool	⛹ Kolam renang	Full Translation	Color (Bright)	This data is conclude as Color variable. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. The color of icon is same between source and target language
49/FT/CL	🚗 Free parking	🚗 Parkir gratis	Full Translation	Color (Bright)	This data is conclude as Color variable. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. The color of icon is same between source and target language
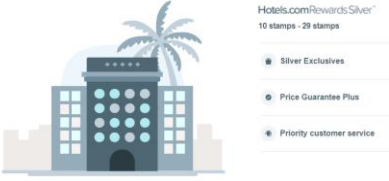
50/FT/CL			Rewritten Translation	Color (Bright)	This data is conclude as Color variable. It is rewritten translation due to the all-verbal aspects does not transferred into target language and does not changing the non-verbal aspect. The color of icon is same between source and target language
51/FT/NAV			Full Translation	Navigation (FAQ)	This data is conclude as FAQ from Navigation variable. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect.
52/FT/WSV			Full Translation	Web Service and Support	This data is conclude as Web Service and Support variable. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect.

53/RT/NAV	🔍 Solo City Centre, Surakarta, Central Java, Ind	🔍 Solo City Centre, Surakarta, Central Java, Ind	Rewritten Translation	Navigation (Search Bar)	This data is conclude as Search Bar from Navigation variable. It is rewritten translation due to the all-verbal aspects does not transferred into target language and does not changing the non-verbal aspect. The color, font and others of search bar content are similar with source language.
54/FT/WSV	FAQs Contact us Website feedback	Pertanyaan Umum Hubungi kami Masukan untuk situs web	Full Translation	Web Service and Support	This data is conclude as Web Service and Support variable. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect.
55/FT/PR	Price Guarantee	Garansi Harga	Full Translation	Promotion (Deal / Offer)	This data is a Promotion variable for Deals/Offers on the website. It is full translation. This data informs the deals and/or offers of price guarantee of the company services.
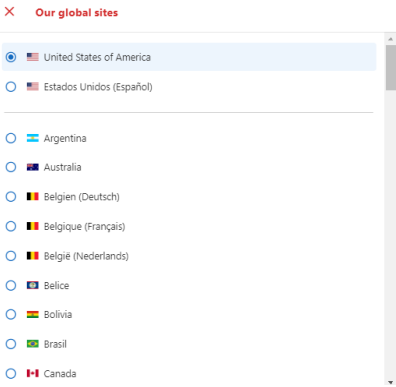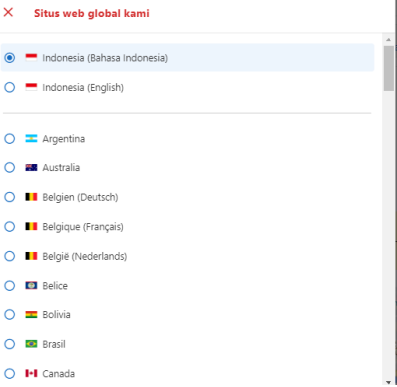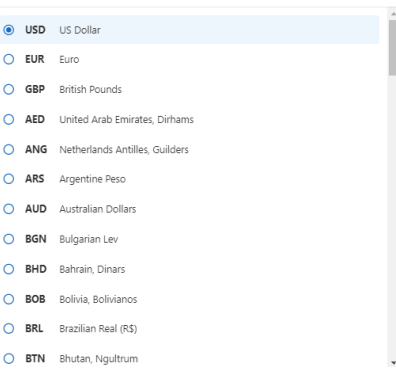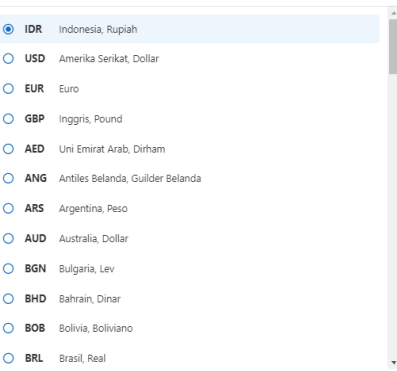
56/FT/CD	Price Guarantee	Garansi Harga	Full Translation	Content Depth (Services)	This data is conclude as Promotion variable for Deals/Offers on the website. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. This data informs the deals and/or offers of price guarantee of the company services.
57/FT/GR	Instant savings. Reward* nights. And more ...	Langsung berhemat. Malam reward*. Dan lebih banyak lagi...	Full Translation	Graphic (Picture)	This data is conclude as Graphic variable for Picture. It is Full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. The picture is similar between source and target language.
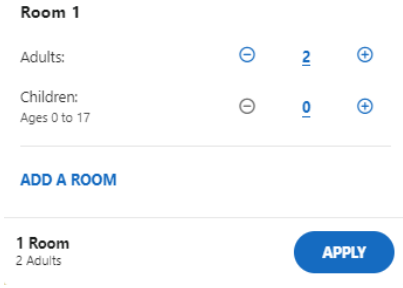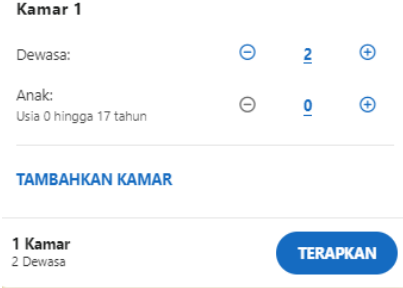
58/FT/CL	**Unlock instant savings** Pay less with Secret Prices on selected properties.	**Langsung berhemat** Bayar lebih murah dengan Harga Rahasia di properti tertentu.	Full Translation	Colors (Bright)	This data is conclude as Color variable. It is rewritten translation due to the all-verbal aspects does not transferred into target language and does not changing the non-verbal aspect. The color of icon is same.
59/FT/CL	**Get 1 reward* night** For every 10 nights you stay.	**Dapatkan 1 malam reward*** Untuk setiap 10 malam Anda menginap.	Full Translation	Color (Bright)	This data is conclude as Color variable. It is rewritten translation due to the all-verbal aspects does not transferred into target language and does not changing the non-verbal aspect. The color of icon is same between source and target language
60/FT/CL	**Get more with VIP Access** When you become a Silver member.	**Dapatkan lebih dengan VIP Access** Saat Anda menjadi member Silver.	Full Translation	Color (Bright)	This data is conclude as Color variable. It is rewritten translation due to the all-verbal aspects does not transferred into target language and does not changing the non-verbal aspect. The color of icon is same between source and target language

61/FT/GR			Full Translation	Graphics (Pictures)	This data is conclude as Graphic variable for Picture. It is Full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. The picture is similar between source and target language.
62/FT/GR			Full Translation	Graphics (Pictures)	This data is conclude as Graphic variable for Picture. It is Full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. The picture is similar between source and target language.

63/FT/GR			Full Translation	Graphics (Pictures)	This data is conclude as Graphic variable for Picture. It is Full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. The picture is similar between source and target language.
64/FT/GR			Full Translation	Graphics (Pictures)	This data is conclude as Graphic variable for Picture. It is Full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. The picture is similar between source and target language.
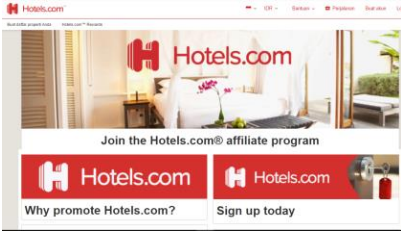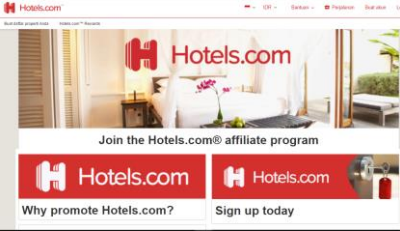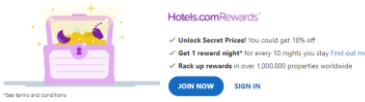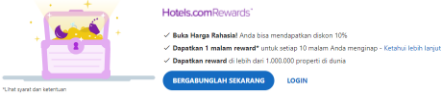
65/FT/WST			Full Translation	Web Structure	This data is conclude as Web Structure variable. It is Full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. The web structure of website is similar between source and target language.
66/FT/WST			Full Translation	Web Structure	This data is conclude as Web Structure variable. It is Full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. The web structure of website is similar between source and target language.

67/FT/CS		Full Translation	Content Sync (Language)	This data is conclude as Content Sync variable for language. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. The synchronization is applied on language affecting the search results,
68/FT/CS		Full Translation	Content Sync (Currency)	This data is conclude as Content Sync variable for currency. It is full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. The synchronization is applied on currency affecting the search results,

69/FT/WST			Full Translation	Web Service and Support	This data is conclude as Web Structure variable. It is Full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. The web structure of website is similar between source and target language.
70/RT/GR			Rewritten Translation	Graphic (Pictures)	This data is conclude as Graphic variable for Picture. It is rewritten translation due to the all-verbal aspects is not transferred into target language and without changing the non-verbal aspect. The picture is similar between source and target language.

71/MT/GR			Modified Translation	Graphic (Pictures)	This data is conclude as Graphic variable for Picture. It is modified translation due to the all-verbal aspects is transferred and localized into target language with changing the non-verbal aspect as the illustrations. This data provides different pictures and name of city destination distinguished by user language.
72/MT/WST			Modified Translation	Web Structure	This data is conclude as Web Structure variable. It is modified translation due to the all-verbal aspects is transferred and localized into target language with changing the non-verbal aspect as the illustrations. This data provides different pictures and name of destination by user language. Its structure is similar between two language.

73/MT/GR			Modified Translation	Graphics (Picture)	This data is conclude as Graphic variable for Picture. It is modified translation due to the all-verbal aspects is transferred and localized into target language with changing the non-verbal aspect as the illustrations. This data provides different pictures and name of popular activities on specific destination distinguished by user language.
74/MT/WST			Modified Translation	Web Structure	This data is conclude as Web Structure variable. It is modified translation due to the some verbal aspects is transferred; also localize the content into target language by changing the section and content; but do additional description by hovering cursor about destination's culture and unique things.
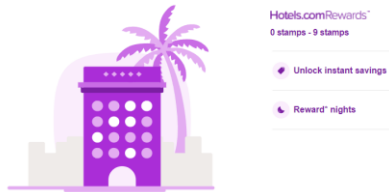
75/RT/WST			Rewritten Translation	Web Structure	This data is conclude as Web Structure variable. It is rewritten translation due to the all-verbal aspects is not transferred into target language and without changing the non-verbal aspect. The picture is similar; the layout is similar; the position is similar between source and target language.
76/PT/PR	Unlock Secret Prices! You could get 10% off Get 1 reward night* for every 10 nights you stay Find out more Rack up rewards in over 1,000,000 properties worldwide	Buka Harga Rahasia! Anda bisa mendapatkan diskon 10% Dapatkan 1 malam reward* untuk setiap 10 malam Anda menginap - Ketahui lebih lanjut Dapatkan reward di lebih dari 1.000.000 properti di dunia	Partial Translation	Promotion (Deals / Offers)	This data is conclude as Promotion variable for Deals/Offers on the website. It is partial translation due to the all-verbal aspects is transferred into target language without changing the non-verbal aspect as the illustrations. This data informs the recommendations of deals and/or offers from being loyal members as the way of promotion.
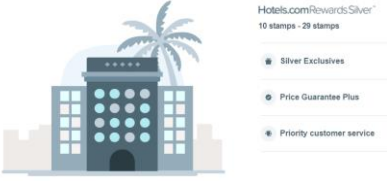
77/FT/PR			Full translation	Promotion (Guarantee)	This data is conclude as Promotion variable for Guarantee on the website. It is Full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. This data informs the benefits of being loyal member as the way of promotion.

78/FT/PR			Full Translation	Promotion (Deals / Offers)	This data is conclude as Promotion variable for Guarantee on the website. It is Full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. This data informs the deals and/or offers discount from specific product for being loyal member as the way of promotion.
79/MT/PR			Modified translation	Promotion (Deals / Offers)	This data is conclude as Promotion variable for Guarantee on the website. It is modified translation due to the deletion from source language into target language for verbal either non-verbal aspects as the way of promotion.
80/FT/PR			Full Translation	Promotion (Deals / Offers)	This data is conclude as Promotion variable for Guarantee on the website. It is Full translation due to the all-verbal

					aspects transferred into target language without changing the non-verbal aspect. This data informs the deals of guarantee services from specific product for being loyal member as the way of promotion.
81/FT/PR	Instant savings. Reward* nights. And more ... Find out how you can make the most of our rewards program JOIN NOW SIGN IN	Langsung berhemat. Malam reward*. Dan lebih banyak lagi... Ketahui cara memanfaatkan program reward kami semaksimal mungkin BERGABUNG SEKARANG LOGIN	Full Translation	Promotion (Reward)	This data is conclude as Promotion variable for Reward. It is Full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. This data informs the rewards for being loyal member as the way of promotion.
82/FT/PR	**Unlock instant savings** Pay less with Secret Prices on selected properties.	**Langsung berhemat** Bayar lebih murah dengan Harga Rahasia di properti tertentu.	Full Translation	Promotion (Reward)	This data is conclude as Promotion variable for Reward. It is Full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. This data informs the rewards for being loyal member as the way of promotion.

83/FT/PR	**Get 1 reward* night** For every 10 nights you stay.	**Dapatkan 1 malam reward*** Untuk setiap 10 malam Anda menginap.	Full Translation	Promotion (Reward)	This data is conclude as Promotion variable for Reward. It is Full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. This data informs the rewards for being loyal member as the way of promotion.
84/FT/PR	**Get more with VIP Access** When you become a Silver member.	**Dapatkan lebih dengan VIP Access** Saat Anda menjadi member Silver.	Full Translation	Promotion (Reward)	This data is conclude as Promotion variable for Reward. It is Full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. This data informs the rewards for being loyal member as the way of promotion.

85/FT/PR			Full Translation	Promotion (Reward)	This data is conclude as Promotion variable for Reward. It is Full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. This data informs the rewards for being loyal member as the way of promotion.
86/FT/PR			Full Translation	Promotion (Reward)	This data is conclude as Promotion variable for Reward. It is Full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. This data informs the rewards for being loyal member as the way of promotion.

87/FT/PR			Full Translation	Promotion (Reward)	This data is conclude as Promotion variable for Reward. It is Full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. This data informs the rewards for being loyal member as the way of promotion.
88/FT/PR			Full Translation	Promotion (Reward)	This data is conclude as Promotion variable for Reward. It is Full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. This data informs the rewards for being loyal member as the way of promotion.

89/TGU	service.hotels.com/en-us/?intlid=SEARCHRESULTS+%3A%3A+header_help_section FAQs	service.hotels.com/in-id/?intlid=HOME+%3A%3A+header_help_section Pertanyaan Umum		Gateway URL Usability	This data is conclude as URL Usability in the local gateway construct variable. In addition, the address of each URL is relevant for different languages; it means that URLs are fully functionally due to indicator 'en-us' for English and 'in-id' for Indonesian.
90/TGU	service.hotels.com/en-us/?intlid=SEARCHRESULTS+%3A%3A+header_help_section Contact us	service.hotels.com/in-id/?intlid=HOME+%3A%3A+header_help_section Hubungi kami		Gateway URL Usability	This data is conclude as URL Usability in the local gateway construct variable. In addition, the address of each URL is not direct well for each language; it means that URLs are do not functionally worked, due to two different menu at two different languages addressing at similar addresses with other menu in different languages.

| 91/TGU | Buat daftar properti Anda   Hotels.com™ Rewards | Deals   Vacation rentals   Car Rental   Groups & Meetings   Gift Cards

List your property   Hotels.com® Rewards   Hotels.com® Credit Card | | Gateway URL Usability | This data is conclude as URL Usability in the local gateway construct variable. In addition, the options of each URL at source is not completely translate into target language; it means that some URLs do not exist in different languages, due to different services available at different languages. |
| 92/TGV | USD ▼   Help ▼   Trips   Sign in | IDR ▼   Bantuan ▼   Perjalanan   Login | | Gateway Menu Visibility | This data is conclude as URL Visibility in the local gateway construct variable. In this data, the options of each URL is relevant for different languages, different currency and clearly provides at the upper right of website pages. |

93/TGV		Kami selalu siap untuk membantu Anda. - Hubungi Kami		Gateway Menu Visibility	This data is conclude as URL Visibility in the local gateway construct variable. In this data, the menu options of help on target language is less than on source. It caused the difficulties of user getting ease of access.
94/TGV				Gateway Menu Visibility	This data is conclude as URL Visibility in the local gateway construct variable. In this data, the options of each URL is relevant for different languages, it provides different translated sections of guests, date and time of check-in or check-out, and location. This menu located in the upper middle of website to gain the ease of access for the user.

95/MT/GR			Modified Translation	Graphics (Pictures)	This data is conclude as Graphic variable for Picture. It is modified translation due to the all-verbal aspects is transferred and localized into target language with changing the non-verbal aspect as the illustrations. This data provides different pictures by user language.
96/MT/GR			Modified Translation	Graphics (Pictures)	This data is conclude as Graphic variable for Picture. It is modified translation due to the all-verbal aspects is transferred and localized into target language with changing the non-verbal aspect as the illustrations. This data provides different pictures by user language.

97/MT/GR			Modified Translation	Graphics (Pictures)	This data is conclude as Graphic variable for Picture. It is modified translation due to the all-verbal aspects is transferred and localized into target language with changing the non-verbal aspect as the illustrations. This data provides different pictures by user language.
98/FT/GR			Full Translation	Graphics (Pictures)	This data is conclude as Graphic variable for Picture. It is modified translation due to the all-verbal aspects is transferred and localized into target language with changing the non-verbal aspect as the illustrations. This data provides different pictures by user language.

99/FT/WST			Full Translation	Web Structure	This data is conclude as Web Structure variable. It is Full translation due to the all-verbal aspects transferred into target language without changing the non-verbal aspect. The web structure of website is similar between source and target language.
100/FT/CL			Full Translation	Color (Bright)	This data is conclude as Color variable. It is rewritten translation due to the all-verbal aspects does not transferred into target language and does not changing the non-verbal aspect. The color of icon is same between source and target language

B. RATING DATA SCORE

Data validation sheet is provided 3 types of construct, these are: Content localization, cultural customization and local gateway.

Appendice 2: Rater Validation Sheet

RATER VALIDATION
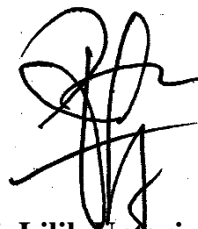
The thesis data titled **"WEBSITE LOCALIZATION QUALITY OF HOTELS.COM"** have been checked and scored by Dr. Hj. Lilik Untari, S.Pd., M.Hum. in:

Day   : Wednesday

Date   : December 14, 2022

Surakarta, December 24, 2022

Rater Validator

Dr. Hj. Lilik Untari, S.Pd., M.Hum

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| NO | DATA | | TRANSLATION STRATEGIES | VARIABLE | Measurement | | | Score |
	ST ENGLISH GLOBAL	TT INDONESIA			Idiomatic Equivalent	Vocabulary Equivalent	Conceptual Equivalent	Very Poor (1) Neutral (3) Very Good (5)
1/PT/NAV			Partial Translation	Navigation (Hyperlinks)			v	1

			Partial Translation	Content Depth (Company Information)	v	v	v	5
2/PT/CD/	Website feedback About us List your property Careers Hotels near me Travel Guides Vacation Rentals Site Index	Masukan untuk situs web Tentang Kami Buat daftar properti Anda Karir Panduan Perjalanan Indeks situs	Partial Translation	Content Depth (Company Information)				
3/FT/WSV/	Change your booking FAQs Contact us Website feedback	Ubah pemesanan Anda Pertanyaan Umum Hubungi kami Masukan untuk situs web	Full Translation	Web Service and Support	v	v	v	5

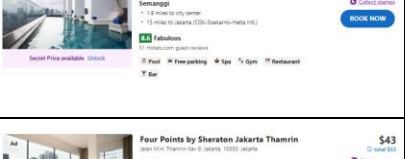| Code	Source	Target	Translation	Content Depth				
4/PT/CD/	Unlock Secret Prices! You could get 10% off Get 1 reward night* for every 10 nights you stay Find out more Rack up rewards in over 1,000,000 properties worldwide	Buka Harga Rahasia! Anda bisa mendapatkan diskon 10% Dapatkan 1 malam reward* untuk setiap 10 malam Anda menginap - Ketahui lebih lanjut Dapatkan reward di lebih dari 1.000.000 properti di dunia	Partial Translation	Content Depth (Company Services)		v		1
5/FT/CD/	A snapshot of the world's most picture-perfect properties Check out some of our favorite unique stays	Jepretan dari properti paling fotogenik di dunia Lihat beberapa penginapan unik favorit kami	Full Translation	Content Depth (Product information)	v	v	v	5
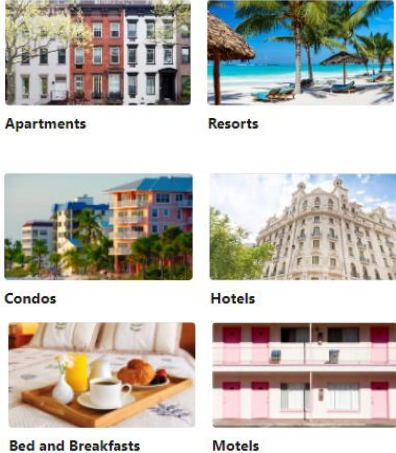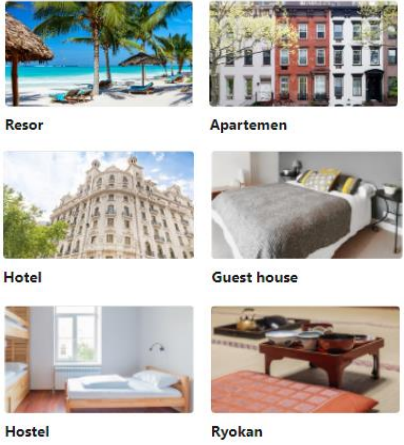
6/RT/C D			Rewritten Translation	Content Depth (Product Information)	v	v	v	5

7/PT/C D	explora Patagonia Chile / Kakslauttanen Arctic Resort Finland	explora Patagonia Cile / Kakslauttanen Arctic Resort Finlandia	Partial Translation	Content Depth (Product Information)	v	v	v	5
8/FT/C S	🇺🇸 ▾ USD ▾ Help ▾ 🗓 Trips Sign in	🇮🇩 ▾ IDR ▾ Bantuan ▾ 🗓 Perjalanan Login	Full Translation	Content Sync (Language, Currency)	v	v	v	5
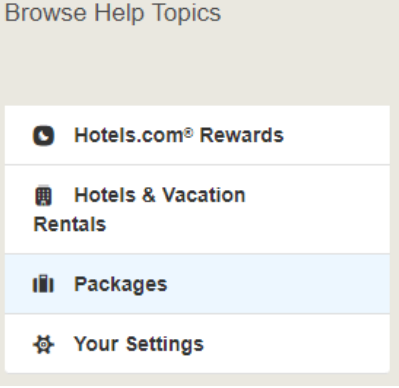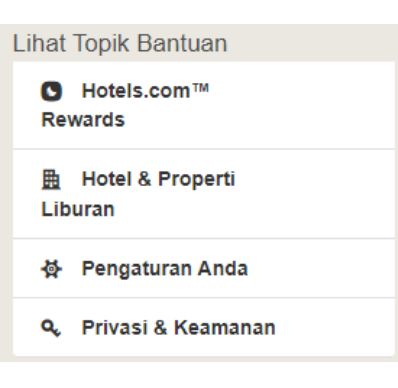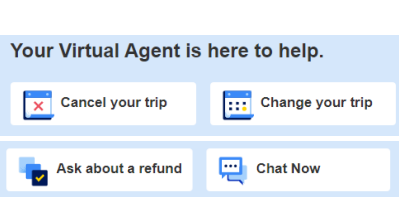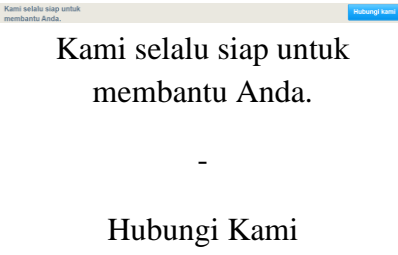
9/FT/CD	ⓘ Your safety is our top priority See our travel guidance on COVID-19	ⓘ Keselamatan Anda adalah prioritas utama kami Lihat panduan perjalanan kami terkait COVID-19	Full Translation	Content Depth (Company Services)	v	v	v	5
10/FT/CD	**Why book with Hotels.com?** **Free cancellation** on most hotels* **Our price guarantee** find out more >￼ **Get a reward night** For every 10 nights you stay >	**Kenapa pesan melalui Hotels.com?** **Pembatalan gratis** untuk hampir semua hotel* **Garansi harga kami** ketahui lebih lanjut >￼ **Dapatkan malam reward** untuk setiap 10 malam Anda menginap >	Full translation	Content Depth (Company Services)		v	v	3
11/FT/CD	Travel with confidence Many properties have updated us about their enhanced health and safety measures. So, during your search, you may find details like:	Bepergian dengan yakin Banyak properti telah menginformasikan langkah-langkah mereka dalam meningkatkan kesehatan dan keselamatan di properti. Oleh karena itu, selama mencari,	Full Translation	Content Depth (Company Services)		v		1

	Official health standards Properties adhering to corporate/organizational sanitization guidelines. **Hygiene and sanitization** The use of disinfectant and whether properties enforce a gap period between stays. **Social distancing** Contactless check-in and check-out along with other social distancing measures. **Essentials at the property** Free hand sanitizer for guests and individually wrapped food options.	Anda mungkin menemukan detail seperti: **Standar kesehatan resmi** Properti yang menaati panduan sanitasi perusahaan/organisasi. **Higiene dan sanitasi** Penggunaan disinfektan dan penerapan periode tunggu di antara masa menginap. **Pembatasan sosial** Check-in dan check-out tanpa sentuh dengan langkah-langkah pembatasan sosial. **Hal-hal esensial di properti** Sanitiser tanpa sentuh untuk tamu dan opsi makanan kemasan terpisah.					

12/MT/PR	Start planning your next getaway MANAGE YOUR BOOKING ANYTIME, ANYWHERE **Get the app** Book on the go with our mobile app STAY FLEXIBLE WITH FREE CANCELLATION **Book with confidence** Free cancellation on most hotels GET 10 STAMPS, GET 1 REWARD* NIGHT Hotels.com Rewards **Hotels.com Rewards** Get 10 stamps, get 1 reward* night	Mulai rencanakan liburan Anda berikutnya PROMO LAST MINUTE **Promo Last Minute** Pesan sekarang sebelum terlambat DEALS FINDER **Promo spesial untuk Anda** Temukan ide jalan-jalan berikutnya! JELAJAHI ASIA TENGGARA **Mari mulai berpetualang** Hemat lebih banyak lagi dengan promo properti berikut	Modified Translation	Promotion (Deals/Offers)	v	v	v	5

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Code	Source Text	Target Text	Translation Type	Category				
13/MT/CD	We do more than just hotels... (Apartments, Resorts, Condos, Hotels, Bed and Breakfasts, Motels)	Kami tidak hanya memiliki hotel... (Resor, Apartemen, Hotel, Guest house, Hostel, Ryokan)	Modified Translation	Content Depth (Product Information)	v	v		3
14/PT/NAV	Top destinations / Top Countries & Regions / Hotels.com® Credit Card / Support & FAQs / For Suppliers, Affiliates, and the Media / User terms & Privacy	Destinasi Terpopuler / Negara & Wilayah Populer / Dukungan & Pertanyaan Umum / Untuk Supplier, Afiliasi, dan Media / Ketentuan pengguna & Privasi	Partial Translation	Navigation (Sitemap)		v	v	3

15/FT/ CD	* Some hotels require you to cancel more than 24 hours before check-in. Details on site. © 2022 Hotels.com is an Expedia Group company. All rights reserved. Hotels.com and the Hotels.com logo are trademarks or registered trademarks of Hotels.com, LP in the United States and/ or other countries. All other trademarks are the property of their respective owners.	* Beberapa hotel mengharuskan Anda untuk membatalkan lebih dari 24 jam sebelum check-in. Rincian di situs web. © 2022 Hotels.com merupakan perusahaan Expedia Group. Hak cipta dilindungi oleh undang-undang. Hotels.com dan logo Hotels.com merupakan merek dagang terdaftar dari Hotels.com, LP di Amerika Serikat dan/atau negara lainnya. Semua merek dagang yang tercantum di sini adalah properti dari masing-masing pemiliknya.	Full Translation	Content Depth (Company Information)			v	1

16/FT/ NAV	* Learn more about Hotels.com® Rewards * Learn more about Hotels.com® Rewards	* Ketahui selengkapnya tentang Hotels.com™ Rewards * Ketahui selengkapnya tentang Hotels.com™ Rewards	Full Translation	Navigation (Hyperlinks)			v		1
17/FT/ NAV	**Customer Service** Search	**Layanan Pelanggan** Cari	Full Translation	Navigation (FAQ)			v		1
18/MT/ NAV	Browse Help Topics 🕐 Hotels.com® Rewards 🏢 Hotels & Vacation Rentals 🎒 Packages ⚙ Your Settings	Lihat Topik Bantuan 🕐 Hotels.com™ Rewards 🏢 Hotel & Properti Liburan ⚙ Pengaturan Anda 🔍 Privasi & Keamanan	Modified Translation	Navigation (FAQ)			v		1
19/MT/ WSV	Your Virtual Agent is here to help. ❌ Cancel your trip 📅 Change your trip ✅ Ask about a refund 💬 Chat Now	Kami selalu siap untuk membantu Anda. - Hubungi Kami	Modified Translation	Web Service and Support	v				1

20/PT/ NAV	Popular Topics: Refunds on hotel and vacation rental bookings; Refunds on flight bookings; View your hotel or vacation rental booking; Hotel and vacation rental booking confirmation; Join Hotels.com® Rewards and earn nights; Discounts, loyalty programs, and frequent flyer programs; Unlock Secret Prices; List your property on Hotels.com; Hotel insurance; Manage your low-cost airline booking	Topik Populer: Coronavirus (COVID-19); Lihat pemesanan hotel atau properti liburan Anda; Buat akun Hotels.com; Diskon, program loyalitas, dan program frequent flyer; Opsi pembayaran hotel dan properti liburan; Sertakan pemesanan ke akun Hotels.com® Rewards Anda; Membuka Harga Rahasia; Membership Silver atau Gold Hotels.com® Rewards dan keuntungannya; Bergabung dengan Hotels.com™ Rewards; Refund untuk pemesanan hotel dan properti liburan	Partial Translation	Navigation (FAQ)			v	1
21/PT/ NAV	Privacy | Cookie Policy | Site Feedback | Terms & Condition	Hotel | Tentang Kami | Pertanyaan Umum | Privasi | Kebijakan Cookie | Indeks Situs | Syarat & Ketentuan	Partial Translation	Navigation (Hyperlink)	v	v	v	5
22/PT/ CD	© 2020 Hotels.com is an Expedia Group company. All rights reserved. Hotels.com and the Hotels.com logo are trademarks or registered trademarks of Hotels.com, LP in the United States and/ or other countries. All other trademarks are the property of their respective owners.	© 2002-2016 Hotels.com L.P. Hak cipta dilindungi undang-undang. Hotels.com dan logo Hotels.com merupakan merek dagang terdaftar dari Hotels.com, LP di Amerika Serikat dan/atau negara lainnya. Semua merek dagang yang tercantum di sini adalah properti dari masing-masing pemiliknya.	Partial Translation	Content Depth (Company Information)	v	v	v	5

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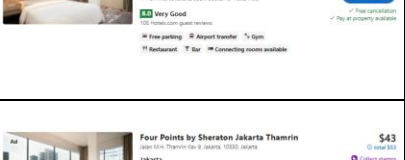
23/MT/ WSV			Modified Translation	Web Service and Support (Customer Service)			v	1
24/MT/ WSV	Overheard from our loyalty members We have over 50 million happy members and have given away over 25 million reward nights around the world. Here's what our members have to say.		Modified Translation	Web Service and Support (Customer Review)			v	1

25/MT/WSV			Modified Translation	Web Service and Support (Customer Review)			v	1
26/MT/CD			Modified Translation	Content Depth (Services)			v	1

27/FT/NAV	Hotels > Hotels in Indonesia > Surabaya Hotels	Hotel > Hotel di Indonesia > Hotel Surabaya	Full Translation	Navigation (Hyperlinks)	v	v	v	5
28/FT/NAV	Still exploring? Discover similar destinations ↓	Masih mencari? Temukan destinasi yang serupa ↓	Full Translation	Navigation (Hyperlinks)	v	v	v	5
29/FT/CS	Doubletree By Hilton Surabaya 4.5-star / Gubeng · 1 mile to city centre / 10.0 Exceptional / 4 Hotels.com guest reviews	Doubletree By Hilton Surabaya 4.5 bintang / Gubeng · 1,6 kilometer ke pusat kota / 10,0 Sempurna / 4 ulasan tamu Hotels.com	Full Translation	Content Sync (Length / Distance)	v	v	v	5
30/FT/CL	Doubletree By Hilton Surabaya 4.5-star / Gubeng · 1 mile to city centre / 10.0 Exceptional / 4 Hotels.com guest reviews	Doubletree By Hilton Surabaya 4.5 bintang / Gubeng · 1,6 kilometer ke pusat kota / 10,0 Sempurna / 4 ulasan tamu Hotels.com	Full Translation	Colors (Vibrancy)	v	v	v	5
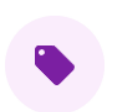
31/FT/CS	Mercure Surabaya Manyar 3-star Gubeng · 2.3 miles to city centre	Mercure Surabaya Manyar 3 bintang Gubeng · 3,6 kilometer ke pusat kota	Full Translation	Content Sync (Length / Distance)	v	v	v	5
32/FT/CL	Mercure Surabaya Manyar 3-star Gubeng · 2.3 miles to city centre	Mercure Surabaya Manyar 3 bintang Gubeng · 3,6 kilometer ke pusat kota	Full Translation	Colors (Vibrancy)	v	v	v	5
33/PT/NAV	SEE MORE PROPERTIES	LIHAT PROPERTI LAINNYA	Partial Translation	Navigation (Hyperlink)	v	v	v	5
34/FT/CS	Check in Tue, Apr 12 → Check out Wed, Apr 13	Check-in Sel, 12 Apr → Check-out Rab, 13 Apr	Full Translation	Content Sync (Time and Date)	v	v	v	5
35/MT/CS	Surabaya Gubeng Station 5.5 miles to city center Surabaya Pasar Turi Station 4.7 miles to city center	Surabaya (SUB-Juanda) 15 kilometer ke pusat kota Stasiun Gubeng 8,9 kilometer ke pusat kota Stasiun Pasar Turi 7,6 kilometer ke pusat kota	Modified Translation	Content Sync (Length / Distance)	v	v	v	5
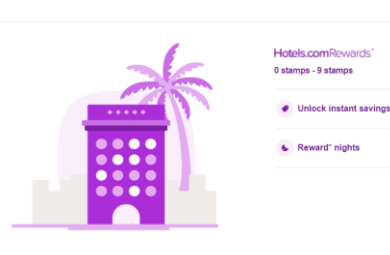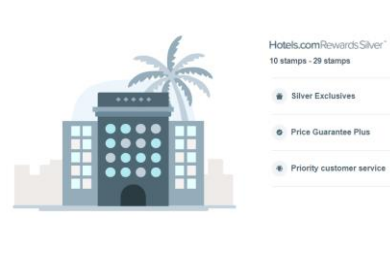
Code	Original	Translated	Translation	Web				
36/MT/WST			Modified Translation	Web Structure		v	v	3
37/MT/WST			Modified Translation	Web Structure			v	1
38/MT/WST			Modified Translation	Web Structure	v	v	v	5
39/FT/CS			Full Translation	Content Sync (Currency)	v	v	v	5
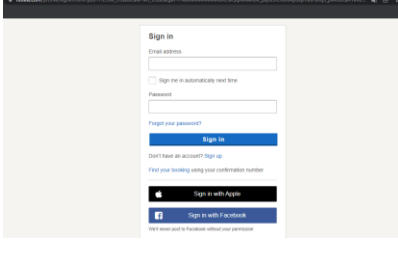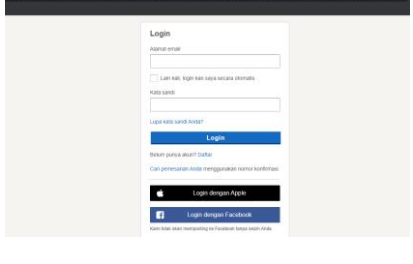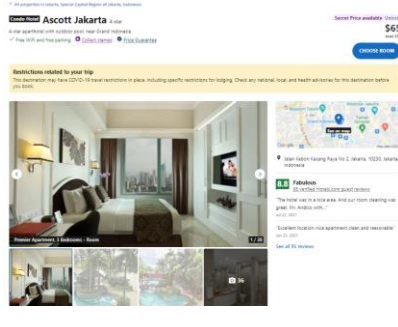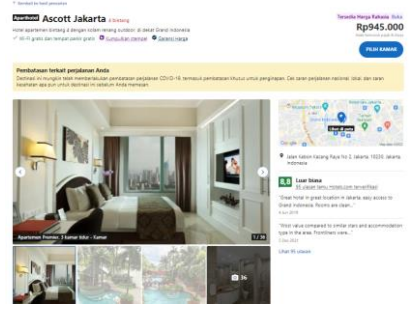
40/FT/CS			Full Translation	Content Sync (Length / Distance)	v	v	v	5
41/FT/CL			Full Translation	Colors (Vibrant)	v	v	v	5
42/FT/CS			Full Translation	Content Sync (Currency)	v	v	v	5
43/FT/CS			Full Translation	Content Sync (Currency)	v	v	v	5
44/FT/CL			Full Translation	Colors (Vibrant)	v	v	v	5
45/FT/CS			Full Translation	Content Sync (Length / Distance)	v	v	v	5
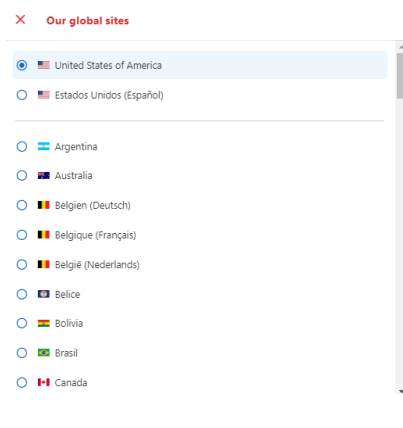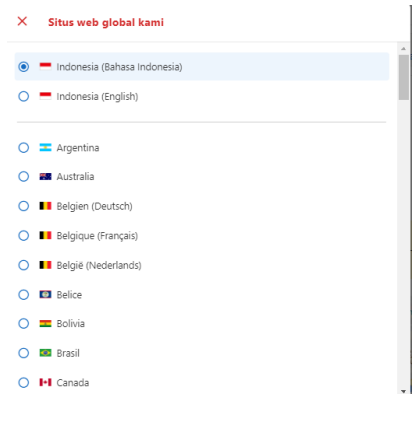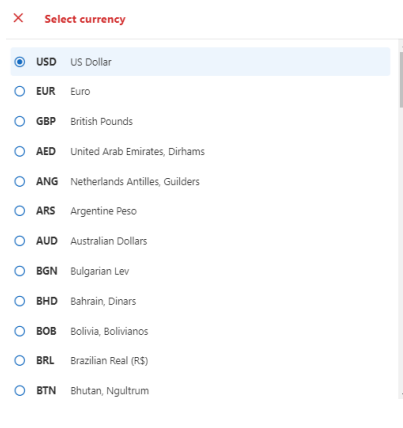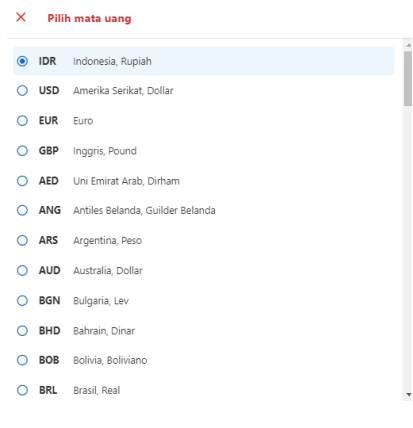
			Full Translation	Color (Bright)	v	v	v	5
46/FT/CL	SEARCH	CARI	Full Translation	Color (Bright)	v	v	v	5
47/FT/CS	40% off	Diskon 40%	Full Translation	Content Sync (language terminology)	v	v	v	5
48/FT/CL	Pool	Kolam renang	Full Translation	Color (Bright)	v	v	v	5
49/FT/CL	Free parking	Parkir gratis	Full Translation	Color //(Bright)	v	v	v	5
50/FT/CL	Bar	Bar	Rewritten Translation	Color (Bright)	v	v	v	5

			Type	Category				
51/FT/ NAV			Full Translation	Navigation (FAQ)	v	v	v	5
52/FT/ WSV			Full Translation	Web Service and Support	v	v	v	5
53/RT/ NAV	Solo City Centre, Surakarta, Central Java, Ind	Solo City Centre, Surakarta, Central Java, Ind	Rewritten Translation	Navigation (Search Bar)	v	v		3
54/FT/ WSV	FAQs Contact us Website feedback	Pertanyaan Umum Hubungi kami Masukan untuk situs web	Full Translation	Web Service and Support	v	v	v	5
55/FT/ PR	Price Guarantee	Garansi Harga	Full Translation	Promotion (Deal / Offer)	v	v	v	5
56/FT/ CD	Price Guarantee	Garansi Harga	Full Translation	Content Depth (Services)	v	v	v	5
57/FT/ GR	Instant savings. Reward* nights. And more …	Langsung berhemat. Malam reward*. Dan lebih banyak lagi…	Full Translation	Graphic (Picture)	v			1

						v	v	3
58/FT/ CL	**Unlock instant savings** Pay less with Secret Prices on selected properties.	**Langsung berhemat** Bayar lebih murah dengan Harga Rahasia di properti tertentu.	Full Translation	Colors (Bright)				
59/FT/ CL	**Get 1 reward* night** For every 10 nights you stay.	**Dapatkan 1 malam reward*** Untuk setiap 10 malam Anda menginap.	Full Translation	Color (Bright)	v			1
60/FT/ CL	**Get more with VIP Access** When you become a Silver member.	**Dapatkan lebih dengan VIP Access** Saat Anda menjadi member Silver.	Full Translation	Color (Bright)	v	v	v	5
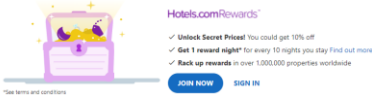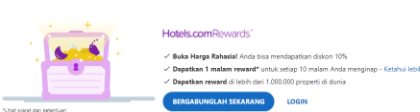
61/FT/GR			Full Translation	Graphics (Pictures)	v	v	v	5
62/FT/GR			Full Translation	Graphics (Pictures)	v			1
63/FT/GR			Full Translation	Graphics (Pictures)	v	v	v	5
64/FT/GR			Full Translation	Graphics (Pictures)	v	v	v	5

65/FT/WST			Full Translation	Web Structure	v	v	v	5
66/FT/WST			Full Translation	Web Structure	v	v	v	5
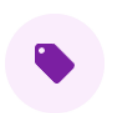
67/FT/CS			Full Translation	Content Sync (Language)	v	v	v	5
68/FT/CS			Full Translation	Content Sync (Currency)	v	v	v	5

								v	v	v	5
69/FT/WST			Full Translation	Web Service and Support							
70/RT/GR			Rewritten Translation	Graphic (Pictures)				v	v	v	5
71/MT/GR			Modified Translation	Graphic (Pictures)				v	v	v	5
72/MT/WST			Modified Translation	Web Structure				v	v	v	5
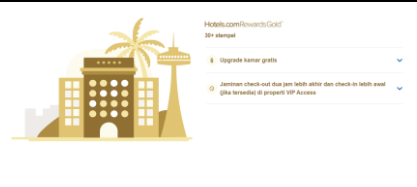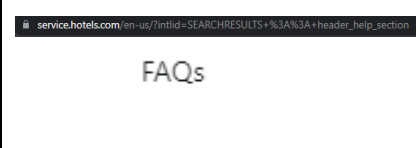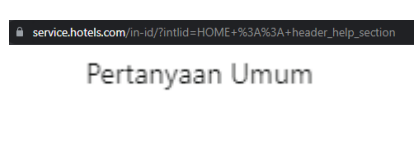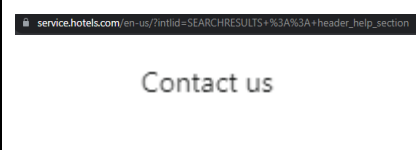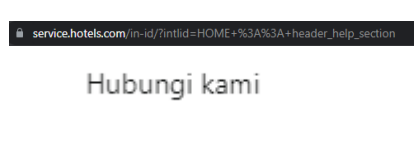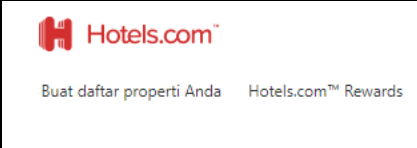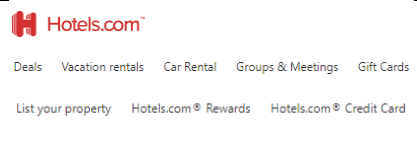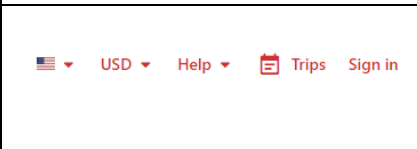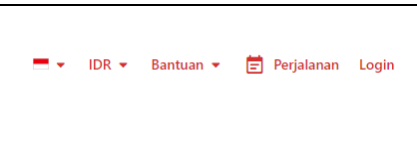
73/MT/ GR			Modified Translation	Graphics (Picture)	v	v	v	5
74/MT/ WST			Modified Translation	Web Structure	v	v	v	5
75/RT/ WST			Rewritten Translation	Web Structure	v	v	v	5
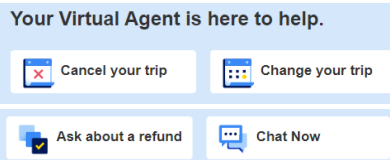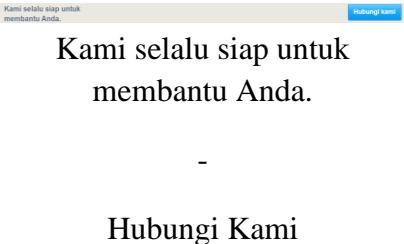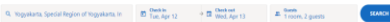
| 76/PT/PR | Unlock Secret Prices! You could get 10% off

Get 1 reward night* for every 10 nights you stay Find out more

Rack up rewards in over 1,000,000 properties worldwide | Buka Harga Rahasia! Anda bisa mendapatkan diskon 10%

Dapatkan 1 malam reward* untuk setiap 10 malam Anda menginap - Ketahui lebih lanjut

Dapatkan reward di lebih dari 1.000.000 properti di dunia | Partial Translation | Promotion (Deals / Offers) | v | | | 1 |

188
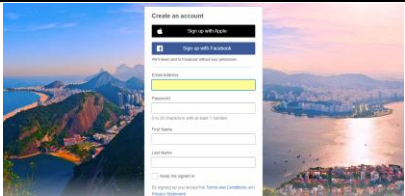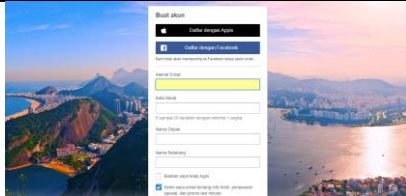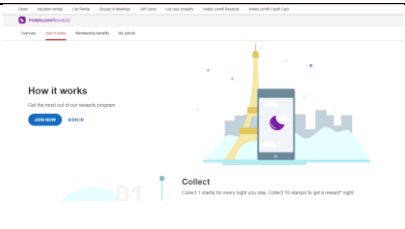
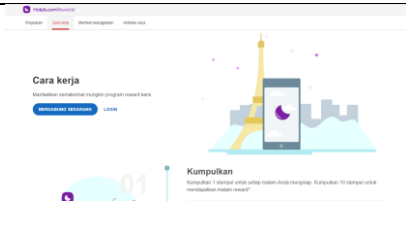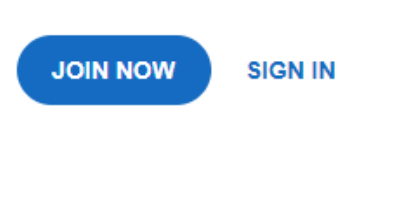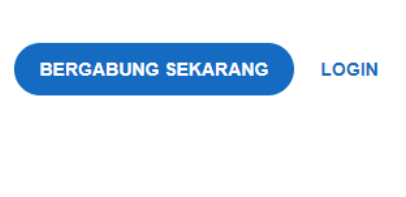| No/Type	Source	Target	Translation	Category				
77/FT/PR	Why book with Hotels.com? Free cancellation on most hotels* / Our price guarantee find out more / Get a reward night For every 10 nights you stay	Kenapa pesan melalui Hotels.com? Pembatalan gratis untuk hampir semua hotel* / Garansi harga kami ketahui lebih lanjut / Dapatkan malam reward untuk setiap 10 malam Anda menginap	Full translation	Promotion (Guarantee)		v	v	3
78/FT/PR	40% off	Diskon 40%	Full Translation	Promotion (Deals / Offers)	v	v	v	5
79/MT/PR	Get 2 reward nights worth $250 (max $125 per night)* *Terms apply. ✓ No annual fee FIND OUT MORE		Modified translation	Promotion (Deals / Offers)			v	1
80/FT/PR	Price Guarantee	Garansi Harga	Full Translation	Promotion (Deals / Offers)	v	v	v	5

81/FT/PR	Instant savings. Reward* nights. And more ... Find out how you can make the most of our rewards program. JOIN NOW SIGN IN	Langsung berhemat. Malam reward*. Dan lebih banyak lagi... Ketahui cara memanfaatkan program reward kami semaksimal mungkin. BERGABUNG SEKARANG LOGIN	Full Translation	Promotion (Reward)	v	v		3
82/FT/PR	**Unlock instant savings** Pay less with Secret Prices on selected properties.	**Langsung berhemat** Bayar lebih murah dengan Harga Rahasia di properti tertentu.	Full Translation	Promotion (Reward)	v			1
83/FT/PR	**Get 1 reward* night** For every 10 nights you stay.	**Dapatkan 1 malam reward*** Untuk setiap 10 malam Anda menginap.	Full Translation	Promotion (Reward)	v			1

84/FT/PR			Full Translation	Promotion (Reward)	v	v	v	5
85/FT/PR			Full Translation	Promotion (Reward)	v	v	v	5
86/FT/PR			Full Translation	Promotion (Reward)	v			1
87/FT/PR			Full Translation	Promotion (Reward)	v			1

88/FT/PR			Full Translation	Promotion (Reward)	v				1
89/TGU	FAQs	Pertanyaan Umum		Gateway URL Usability	v	v	v		5
90/TGU	Contact us	Hubungi kami		Gateway URL Usability	v	v	v		5
91/TGU	Hotels.com — Buat daftar properti Anda Hotels.com™ Rewards	Hotels.com — Deals Vacation rentals Car Rental Groups & Meetings Gift Cards List your property Hotels.com® Rewards Hotels.com® Credit Card		Gateway URL Usability	v	v	v		5
92/TGV	USD ▼ Help ▼ Trips Sign in	IDR ▼ Bantuan ▼ Perjalanan Login		Gateway Menu Visibility	v	v	v		5

No	Source	Target	Type	Category				
93/TGV	Your Virtual Agent is here to help.	Kami selalu siap untuk membantu Anda. - Hubungi Kami		Gateway Menu Visibility	v	v	v	5
94/TGV				Gateway Menu Visibility	v	v	v	5
95/MT/GR			Modified Translation	Graphics (Pictures)	v	v	v	5
96/MT/GR			Modified Translation	Graphics (Pictures)	v	v	v	5

97/MT/ GR			Modified Translation	Graphics (Pictures)	v	v	v	5
98/FT/ GR			Full Translation	Graphics (Pictures)	v	v	v	5
99/FT/ WST			Full Translation	Web Structure	v	v	v	5
100/FT /CL			Full Translation	Colour (Bright)	v	v	v	5

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