

BEST PRACTICES AND CHALLENGES IN ADAPTING LANGUAGE FOR WEBSITE LOCALIZATION: A CASE STUDY IN OFFICIAL WEBSITE ADIDAS GERMANY AND ADIDAS INDONESIA

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INTRODUCTION

- Businesses are increasingly expanding their reach to international markets through online platforms.
- For multinational companies like Adidas, adapting language for website localization is a crucial aspect of their international marketing strategy.
- The process involves translating and culturally adapting website content to cater to the linguistic and cultural preferences of diverse target audiences.
- This case study explores the best practices and challenges in adapting language faced by Adidas in localizing its official website for Germany and Indonesia.
- As two distinct markets with unique linguistic and cultural background, the comparison will shed light on the intricacies and importance of effective website localization.

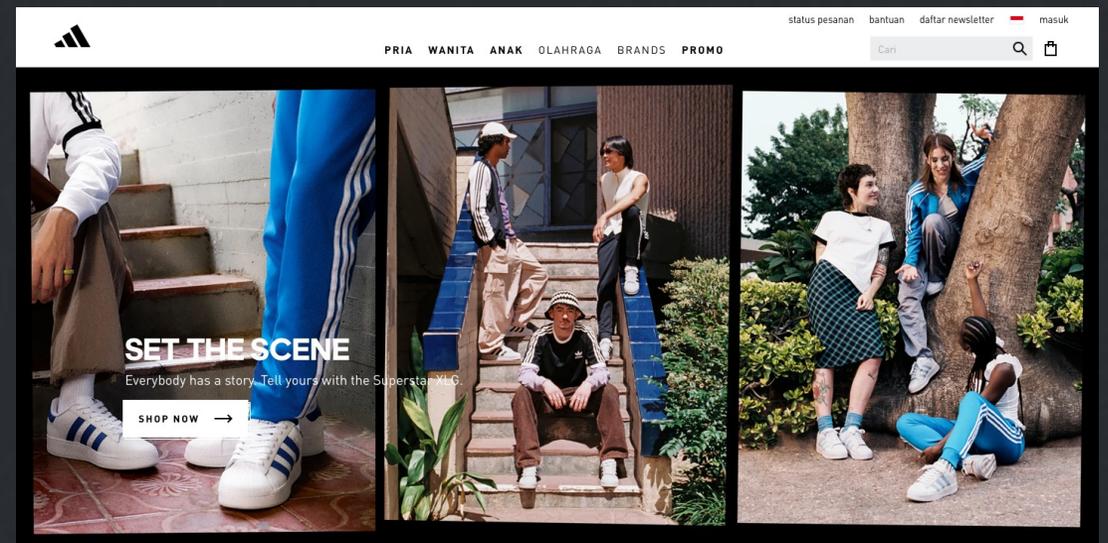
LITERATURE REVIEW

- Website localization is a term widely used in the context of international marketing and communication.
- It refers to the process adapting a website's content, design, and functionality to cater to the linguistic, cultural, and regulatory preferences of a specific target audience in different regions or countries.
- From a Translation Studies perspective, website localization can be defined as an instrumental or covert process in which the goal is for end users to interact with the translated text as if the text was directly produced in the target language (Jiménez-Crespo 2011).
- In this translation type, end users are unaware that they are in fact interacting with a translated text, and the adaptation to the cultural and linguistic expectations of the target user is of utmost importance.
- Adapting language for website localization refers to the process of modifying the textual content and linguistic elements of a website to suit the linguistic preferences cultural norms and regulatory requirements of a specific target audience in different regions or countries (Pym 2010).

METHOD

- For this case study, a qualitative-method design will be employed to comprehensively analyze the best practices and challenges faced by Adidas in adapting language for website localization.
- Select Adidas as the case study subject due to its global presence and significance in the sports apparel industry.
- The focus will be on the official websites for Germany and Indonesia, as these two markets represent distinct language and cultural backgrounds.
- We analyze the localized content on both websites to assess how language and cultural adaptations are implemented and how brand consistency is maintained.

FINDING AND DISCUSSION



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Best Practices

- **Language Adaptation:** The foundation of any successful website localization is accurate translation. Adidas ensure that the content linguistically flawless, culturally sensitive, and contextually appropriate to resonate with local customers. This might involve hiring professional translators who are native speakers of the target language and have a deep understanding of the local culture.
- **Cultural Adaptation:** Simply translating content word-for-word may lead to misunderstandings or insensitivity. Adidas adapts its website content to align to cultural nuances, local preferences, and traditions specific to target market in Indonesia. This includes images, colors, symbols, and the use of localized formats, date, time and measurement systems.

FINDING AND DISCUSSION

Challenges

- **Linguistic Differences:** German and Indonesian are vastly different languages with unique grammar, vocabulary and sentence structures. Translating content between these two languages can be complex and may require careful adaptation to maintain the intended message and brand tone.
- **Cultural Sensitivity:** Cultural differences can be challenging to navigate during localization. What may be acceptable in one culture could be offensive or inappropriate in another. Adidas must conduct thorough research to avoid cultural pitfalls and ensure the content resonates positively with the target audience.
- **Brand Consistency:** Balancing localized content while maintaining brand consistency can be tricky. Adidas must strike a balance between localized marketing and maintaining a unified global brand image across all their websites.

FINDING AND DISCUSSION

- Website localization is a critical factor in Adidas' global marketing strategy, enabling the brand to connect with diverse audiences across different countries.
- By implementing best practices and overcoming the challenges associated with linguistic and cultural adaptations, Adidas create personalized experiences that resonate with their target customers in Germany and Indonesia while maintaining a strong and consistent brand identity worldwide.

CONCLUSION

- The findings reveal that Adidas successfully executed several best practices in website localization, including accurate language adaptation and cultural relevance.
- By translating content accurately and culturally adapting it to suit local preferences, Adidas created a sense of familiarity and trust among the target audiences, resulting in user engagement and conversions.
- This study also highlights some challenges faced by Adidas during the localization process.
- Linguistic challenges emerged during the translation of brand-specific terms and product names, requiring the localization team find suitable alternatives that maintain brand's identity.
- Cultural sensitivity was identified as another challenge, with occasional oversights in certain localized elements leading to misunderstandings and and dissatisfactions among users.
- In conclusion, this study reaffirms the importance of adopting best practices in website localization to build a meaningful connection with international customers.
- Addressing linguistic nuances and cultural sensitivities are crucial for creating successful localized websites.

REFERENCES

Jiménez-Crespo, M. A. (2011). To adapt or not to adapt in web localization: a contrastive genre-based study of original and localized legal sections in corporate websites. *The Journal of Specialised Translation*, 15(1): 2-27. https://www.jostrans.org/issue15/art_jimenez.pdf

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THANK YOU!

Danke!

Terima Kasih!

