

Localization of the Spotify Website from English to Indonesian

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Abstract: *The rise of a digitally and globally integrated society has pushed global companies to adapt their products across various markets through GILT. Among the businesses that have successfully localized their platform for the Indonesian market is Spotify. Using a qualitative case study approach, this study examines the verbal and nonverbal components of the Premium, Support, Download, and Legal webpage localization of Spotify. The study identifies three core localization aspects: technical, content, and linguistic. It also highlights adjustments like price localization, payment methods, copywriting strategies, and the use of loanwords, target language equivalents, and naturalized terms. The analysis comes to the conclusion that due to internationalization and market localization, the Indonesian Spotify website closely mirrors the original, while also being localized for the target locale.*

Abstrak: Di tengah perkembangan masyarakat yang semakin mengglobal dan terdigitalisasi, perusahaan dituntut untuk menyediakan layanan dan produknya di berbagai pasar melalui proses GILT. Spotify adalah salah satu perusahaan yang berhasil mendominasi posisi teratas sebagai penyedia layanan streaming di Indonesia berkat strategi pelokalannya. Penelitian ini menganalisis pelokalan situs web Spotify ke dalam bahasa Indonesia menggunakan metode studi kasus dengan pendekatan kualitatif, dan berfokus pada elemen verbal dan nonverbal di halaman Premium, Support, Download, dan Legal. Hasil penelitian mengidentifikasi tiga aspek utama: teknis, konten, dan linguistik. Selain itu, ditemukan adanya strategi pelokalan harga, penyesuaian metode pembayaran lokal, *copywriting*, penggunaan kata pinjaman, dan padanan bahasa target. Penelitian ini menyimpulkan bahwa internasionalisasi Spotify menghasilkan kesamaan antara versi Indonesia dan Inggris dengan beberapa penyesuaian mengikuti preferensi target pasar.

INTRODUCTION

Global businesses have long been using GILT (Globalization, Internationalization, Localization, Translation) to adapt their products to different markets in response to the demands of a digitally and globally integrated society. According to the Localization Industry Standards Association (LISA), localization is the process of adjusting services or products to suit the unique needs of different markets. (2003). Localization goes beyond simple translation, as it requires consideration of linguistic, cultural, and technical factors to ensure a product resonates with the target market. LISA (2003). As a result, adapting a product for specific regions is both essential and inherently complex.

In a survey conducted by DePalma & O'Mara (2020), 65% of respondents indicated they prefer content in their native language, 73% expressed a preference for product reviews in their language, and 40% stated they would refuse to make purchases if the product information is not provided in their language. Considering the distinctive cultural background and local preferences of each country, it's no surprise consumers are more inclined to purchase goods and services that speak to them, in which they can develop a sense of trust. Global companies must recognize this nature by bridging the gap between products and consumers through meaningful localization strategies. By recognizing and bridging this gap, companies can forge stronger connections with consumers and enhance their brand reputation within the local market.

More research continues to highlight the growing importance of localization in Indonesia. A study by McKinsey & Company on Indonesian consumer diversity revealed that 60% of

Indonesian consumers have a strong preference for local brands, especially in the food and beverage industry (Budiman et al., 2013). Interestingly, what stands out is that it's not necessarily the origin of the brand that matters most, but the perception of being local (Razdan et al., 2013). Many global companies have successfully entered the Indonesian market by acquiring local brands or positioning themselves as local. Two prime examples mentioned by Razdan et al. (2013) in their report on the evolving Indonesian consumer are Unilever's acquisition of Buavita and Danone's development of Biskuat, both of which used localization strategies to build trust by aligning their products with local consumer values and expectations. Further evidence of the importance of localization comes from the Ipsos Global Trends Survey (2021) underlines the continued preference for local products, with a growing 87% of Indonesian consumers indicating that they favor local over global offerings. For international companies like Spotify, this presents a critical opportunity to strengthen their presence in the Indonesian market by incorporating local elements into their platform. By curating culturally relevant playlists, collaborating with local artists, and personalizing its services to reflect Indonesian preferences, Spotify can position itself as a platform that resonates with Indonesian users.

Spotify stands out as a leading company that has effectively marketed and localized its products across various countries. To date, the Swedish music-streaming service has garnered an impressive 626 million users across 180 markets (Spotify Newsroom, 2024). One of the key strengths contributing to Spotify's success is its website, which has been

localized into 286 countries and languages. This website provides detailed information on the platform, covering its features and varied subscription plans, allowing customers to make informed decisions about which options are best for their needs. Spotify remained the top Digital Service Provider (DSP) globally in the second quarter of 2022, with 30.5% share of global subscribers (Mulligan, 2022). The company's achievement is primarily due to Spotify's continued dedication to improving user experience through product localization, its website being one of them. Spotify works together with in-house localization experts who ensure that user experiences remain relevant and personalized for global listeners, suited to individual locations, cultures, and language preferences (Krimme et al., 2022).

Spotify launched in Indonesia on March 30, 2016, and has since made significant efforts to collaborate with local artists, labels, and creators to promote Indonesian music globally. Its popularity has steadily grown, reaching 20,580,533 listeners in the country by March 2023 (Spotify Advertising, 2023). A key factor contributing to Spotify's appeal in Indonesia is its collection of user-generated playlists. The most popular playlists among Indonesian users are *Lagi Viral*, *Hot Hits Indonesia*, *Puncak Klasemen*, *Generasi Galau*, and *Today's Top Hits* (Spotify Advertising, 2023). Spotify's prosperity in Indonesia could possibly be attributed to their solid dedication to providing accessible and intriguing music streaming services that touch the target locale on a deeper level.

Numerous studies have explored the concept of website localization across various sectors, ranging from marketing websites (Adomavičiūtė, 2020; Ezzoubeyr, 2021; Hariyanto, 2019), tourism websites (Anindyanari, 2020), to higher education

websites (Costales, 2009; Petrova et al., 2021). Despite the vast investigation into website localization in these many contexts, there remains a notable gap in research, particularly addressing the localization of the Spotify website for the Indonesian market. This emphasizes the need for further research into how Spotify moulds its presence to better suit Indonesian customers. The study by Hrac & Webster (2021) examined how music streaming platforms like Spotify and Apple Music compete primarily through user experience, emphasizing features such as curated playlists and advanced recommendation algorithms tailored to local cultures. Editorial playlists are curated and promoted across various levels from global, regional, and national, to local levels, such as Apple Music's 'Bachata Classics' or Spotify's 'Made in London'. These playlists reflect local musical tastes and cultural preferences. The study specifically highlighted Spotify's localization efforts in Sweden, where the platform manipulates spatial dynamics to enhance user engagement through personalized playlists and context-aware recommendations. Spotify's ability to dynamically adapt its user interface and content based on factors such as location, mood, and cultural context has been a key driver of its global success.

Despite these effective global strategies, there is currently no research that specifically examines how these localization practices have been implemented in Indonesia, a market where Gen Z and Millennials increasingly rely on Spotify for their entertainment (IDN Research Institute, 2024a, 2024b). IDN Research Institute (2024a, 2024b) reported that Spotify reigns supreme as the preferred music streaming service among both Indonesian millennials and Gen Z across various age and socio-economic groups, outperforming competitors' market share such as YouTube, YouTube

Music, Joox, and Apple Music. The platform's popularity can be attributed to its flexible pricing options, offering both

free and premium tiers to cater to diverse user needs.

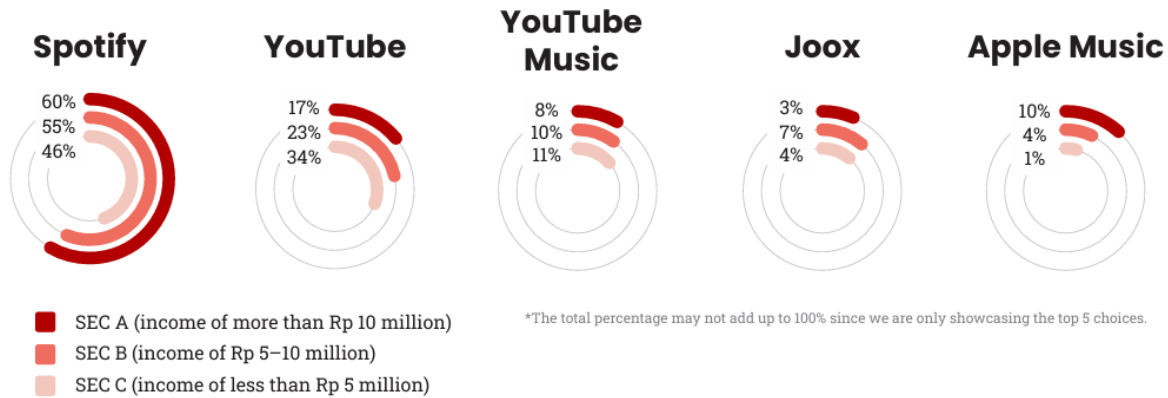


Figure 1. Music Streaming Platform Preferences among Indonesian Millennials

Source: IDN Research Institute, 2024b

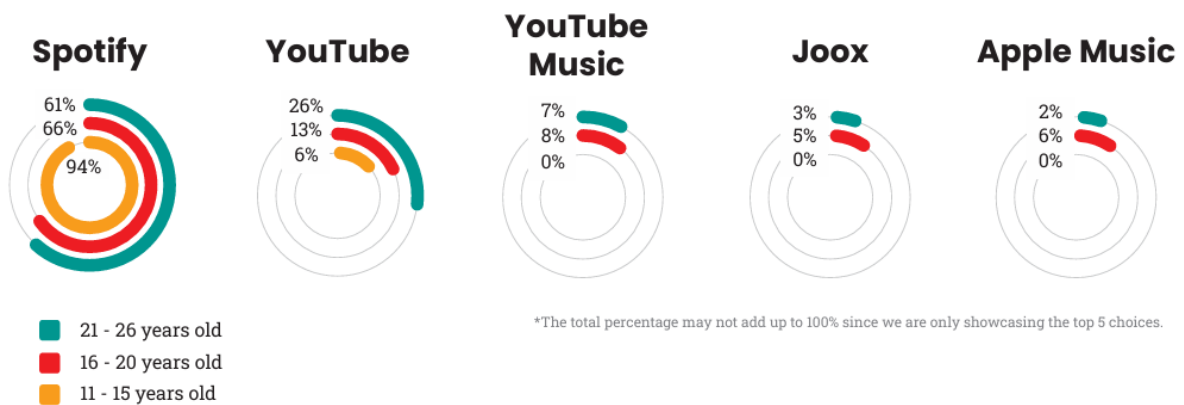


Figure 2. Music Streaming Platform Preferences among Indonesian Gen Z

Source: IDN Research Institute, 2024b

Although previous research on localization frequently focuses on language and cultural barriers (Lako, 2014), LISA (2003) emphasizes that localization is much more than merely linguistic processes and it involves a thorough evaluation of how different elements are configured to satisfy local requirements. To that purpose, this study follows the theoretical framework by Hariyanto (2016), which asserts that localization entails not just translation—defined as simply substituting language strings—but

also the adaption of every element within a website. (Hariyanto, 2016) classifies key aspects of website localization into three categories: technical, content, and linguistic element to ensure a more comprehensive understanding of localizing a website. Building on this foundation, this study aims to explore how Spotify can assert its position as the market leader by examining how its website localization adapts to the Indonesian market.

As a leading music streaming platform, Spotify understands the

significance of establishing a strong brand presence across global markets. To achieve this global reach, Spotify has undergone the GILT cycle (Globalization, Internationalization, Localization, and Translation) which is evident in its localized website. Sandrini (2008) argues that localization is closely related to computer products and digital media, where technology is integral from careful technical preparation. In the context of global business, localization is a

component of the broader process encompassing globalization, internationalization, localization, and translation, collectively referred to as GILT (LISA, 2003). Similarly, Jiménez-Crespo (2013), emphasizes that localization is not an isolated task but part of a complex, interconnected and intricate GILT procedure. To better visualize the process, Jiménez-Crespo (2013) proposed an interaction model illustrating the GILT cycle.

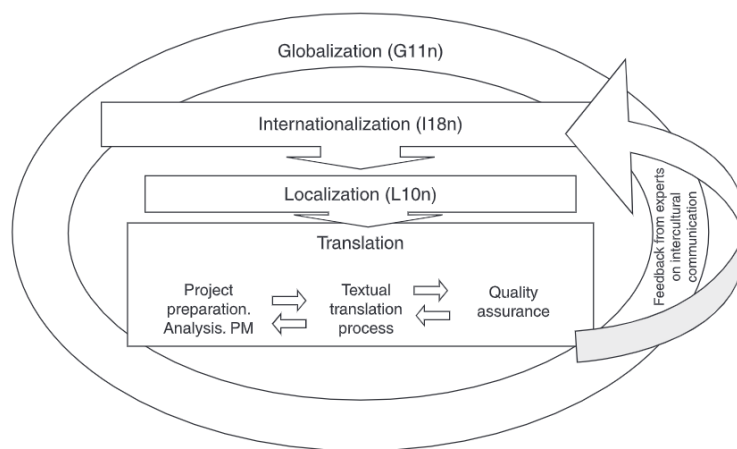


Figure 3. Interdependence of the GILT Cycle (Jiménez-Crespo, 2013)

Globalization (G11n) involves making deliberate business decisions to establish an international presence and appeal to entice worldwide customers in any language, nation, or culture they require (LISA, 2007). Similar to this, Sandrini (2008) distinguishes between two definitions of globalization: one for the broad sense, which refers to the expansion of the economy and commercial activity globally, and another for the specific sense, which refers to the commercial activity of marketing a good or service in a particular region. The process of removing cultural presumptions from products during development, having them ready for localization, and eliminating requirements for a complete redesign is referred to as internationalization, or I18n (LISA, 2007). Jiménez-Crespo (2013) further elaborates that internationalization entails making

sure that: 1) source digital products are unrelated to any particular culture, 2) products are not associated with the language they were developed in, often English (in LISA, 2007), and 3) once the localization process starts, technical modifications won't be made.

Localization itself, as defined by LISA (2003), involves the process of adapting products or services to accommodate varying markets. Maroto & De Bortoli (2001) describe localization as altering technical media assets (website, software, multimedia elements, web-based application, etc.) to make them linguistically, functionally, and culturally appropriate for use regardless of the country of origin. Dunne (2006) further defines that localization involves adapting digital content and products for sale and use in different locales, which includes translating textual elements as well as

adjusting non-textual elements such as packaging, colors, and layouts while considering cultural and regulatory aspects. To put it simply, localization is a multifaceted process that customizes products or digital content to resonate with diverse consumers by addressing linguistic, functional, and cultural factors which entails adapting textual and non-textual elements.

Translation is the process of converting the verbal content of a website or software from one language to another, often requiring necessary adjustments (Hariyanto, 2016). A challenge in website translation arises when concepts in the source language (English) lack direct equivalents in the target language (Indonesian), particularly with new terms in information technology. To address this, Hariyanto (2016) proposes a strategy of utilizing loanwords, target language (TL) equivalent word, and naturalized terms. For example, "sign in," "sign out," and "hardware" translate to "*masuk*," "*keluar*," and "*perangkat keras*," respectively, while one instance of naturalized word is "account" that translates to "*akun*."

Website localization, alongside video game, software, small device, and multimedia localization, is one of the localization types (Jiménez-Crespo, 2013). It is crucial to recognize that a website comprises not only textual elements but also multimedia components (Sandrini, 2005). Hariyanto (2016) identifies three major factors in website localization: technical, content, and linguistic aspects. The technical aspect of website localization involves the formatting and arrangement of webpage components, requiring a solid understanding of HTML codes to ensure alignment between the target text (TT) and source text (ST). HTML codes dictate various text formats (italics, bold, superscripts, line breaks) and hyperlinks for website functionality. The content aspect includes both verbal and non-verbal

elements. Verbal elements consist of textual information, while non-verbal elements encompass design, layout, color, picture, symbol, and navigation buttons. Content adaptation is necessary to ensure relevance and appeal to the target audience, and not all original content must be translated or localized. However, to avoid upsetting the intended audience or to accommodate what they prefer, certain portions of the original content might need to be changed or eliminated in certain cases. The linguistic aspect involves the pragmatic, semantic, and stylistic dimensions. The pragmatic dimension focuses on the website's purpose—providing information, expressing ideas, or persuading users. The semantic dimension addresses meaning and potential issues with idioms, slang, or culturally specific items. Finally, the stylistic dimension considers the vocabulary and sentence structure preferred by the target audience.

METHOD

This study used a qualitative approach since this study consisted of verbal and nonverbal data. Dörnyei (2007) highlights that qualitative research uses diverse non-numerical data, such as recorded interviews, texts, and images, to depict social phenomena, with the researcher's subjective interpretation fundamentally shaping the research outcome. The case study method was employed to understand the unique qualities of a specific case (Dörnyei, 2007). The case study is suitable because this research is focused on the specific adaptation process of the Spotify website.

The Spotify websites in Indonesian (www.spotify.com/id-id/premium) and English (www.spotify.com/us/premium) were the main research sources for this study. In addition, academic journals and textbooks serve as secondary sources, providing further support and context throughout the research process. As

websites can be frequently updated and elements such as content, design, and images may change, it is worth noting that the research was conducted in May 2023. This timeframe was chosen because it

coincided with the period when the research was conducted. The table 1 provides a summary of the data source retrieved from the Spotify website.

TABLE 1. OVERVIEW OF DATA SOURCES

Webpage (English)	Webpage (Indonesian)	Elements
Premium	Premium	Verbal elements: Body text, subheading, heading Nonverbal elements: Navigation button, layout, images, color, symbol Components: Navigation button, website content, and legal page
Support	Dukungan	
Download	Download	
Legal	Hukum	

This study adopted the data collection method outlined by Creswell & Creswell (2018) and included the following steps. First, selecting specific Spotify website pages for analysis, including the Premium, Support, Download, and Legal pages. Second, capturing visual materials by taking screenshots of the pages in both English and Indonesian to compare localization differences. Third, extracting verbal elements by copying the textual content into a Microsoft Word document. Next, the collected data was brought to be examined following Creswell & Creswell (2018) in the following order. First, organise all gathered materials, including screenshots and text, by sorting them based on the respective website pages—Premium, Support, Download, and Legal. Second, thoroughly review the data to gain a general understanding and identify initial patterns. Third, coding the data according to categories like technical, content, and

linguistic aspects. Fourth, presenting each data point a thorough explanation, along with any relevant contextual information. Fifth, composing a narrative passage that presents the findings from the analysis.

RESULTS AND DISCUSSIONS
Technical Aspect of Navigation Button

As mentioned in the previous chapter, Hariyanto (2016) explains that the technical aspect of website localization involves retaining original HTML codes while ensuring hyperlinks function properly in the localized version. In Spotify’s website localization, all HTML codes from the source were kept intact across navigation buttons, website content, and the legal page. While the codes remained in English, the texts visible to users were translated into Indonesian, and hyperlinks were adjusted to direct users to region-specific pages.

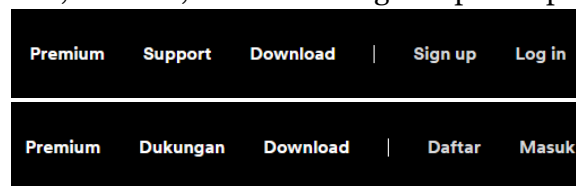


Figure 4. Spotify Website Heading in English and Indonesian

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<ul class="svelte-4ldyho">
  <li class="svelte-vf0pv9" style>
    <a href="https://www.spotify.com/us/premium/" class="mh-header-primary svelte-vf0pv9" data-ga-category="menu" data-ga-action="premium">Premium</a>
  </li>
  <li class="svelte-vf0pv9" style>
    <a href="https://support.spotify.com/" class="mh-header-primary svelte-vf0pv9" data-ga-category="menu" data-ga-action="help">Support</a>
  </li>
  <li class="svelte-vf0pv9" style>
    <a href="https://www.spotify.com/us/download/" class="mh-header-primary svelte-vf0pv9" data-ga-category="menu" data-ga-action="download" data-gtm-event-name="download_spotify_button_clicked" data-tracking="{\"category\": \"download\", \"action\": \"download start\", \"label\": \"download-navbar\"}">Download</a>
  </li>
  <li role="separator" class="mh-header-primary svelte-li2hclv" style</li>
  <li class="svelte-vf0pv9" style>
    <a href="https://www.spotify.com/us/signup/" class="mh-header-secondary mh-tier-2 svelte-vf0pv9" data-ga-category="menu" data-ga-action="sign-up">Sign up</a>
  </li>
  <li class="svelte-vf0pv9" style == $0
    <a href="https://www.spotify.com/us/login/?continue=https%3A%2F%2Fopen.spotify.com%2F%2F%3F121%3D1%26nd%3D1" class="mh-header-secondary mh-tier-2 svelte-vf0pv9" data-ga-category="menu" data-ga-action="log-in" data-tracking="{\"category\": \"menu\", \"action\": \"log-in\"}">Log in</a>
  </li>

```

Figure 5. Spotify Website Heading's HTML Code in English
Source: Spotify, 2023b

In conclusion, Spotify's Indonesian website carefully maintained the original HTML codes to preserve the layout consistent with the source website. While the HTML codes remained unchanged, the text, language, and hyperlinks were adapted to suit the Indonesian market and region-specific content.

```

<ul class="svelte-4ldyho">
  <li class="svelte-vf0pv9" style>
    <a href="https://www.spotify.com/id-id/premium/" class="mh-header-primary svelte-vf0pv9" data-ga-category="menu" data-ga-action="premium">Premium</a>
  </li>
  <li class="svelte-vf0pv9" style>
    <a href="https://support.spotify.com/" class="mh-header-primary svelte-vf0pv9" data-ga-category="menu" data-ga-action="help">Dukungan</a>
  </li>
  <li class="svelte-vf0pv9" style>
    <a href="https://www.spotify.com/id-id/download/" class="mh-header-primary svelte-vf0pv9" data-ga-category="menu" data-ga-action="download" data-gtm-event-name="download_spotify_button_clicked" data-tracking="{\"category\": \"download\", \"action\": \"download start\", \"label\": \"download-navbar\"}">Download</a>
  </li>
  <li role="separator" class="mh-header-primary svelte-li2hclv" style</li>
  <li class="svelte-vf0pv9" style>
    <a href="https://www.spotify.com/id-id/signup/" class="mh-header-secondary mh-tier-2 svelte-vf0pv9" data-ga-category="menu" data-ga-action="sign-up">Daftar</a>
  </li>
  <li class="svelte-vf0pv9" style>
    <a href="https://www.spotify.com/id-id/login/?continue=https%3A%2F%2Fopen.spotify.com%2F%2F%3F121%3D1%26nd%3D1" class="mh-header-secondary mh-tier-2 svelte-vf0pv9" data-ga-category="menu" data-ga-action="log-in" data-tracking="{\"category\": \"menu\", \"action\": \"log-in\"}">Masuk</a>
  </li>

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Figure 6. Spotify Website Heading's HTML Codes in English
Source: Spotify, 2023a

Content Aspect of Navigation Button

As stated by Hariyanto (2016), the content aspect of website localization includes adapting both verbal (text) and non-verbal elements (design, layout, color, pictures, symbols, and navigation buttons). In Spotify's localization for Indonesia, the color, layout, and design of navigation buttons remained the same as the source website, with the only change being the translated text (see figure 7).

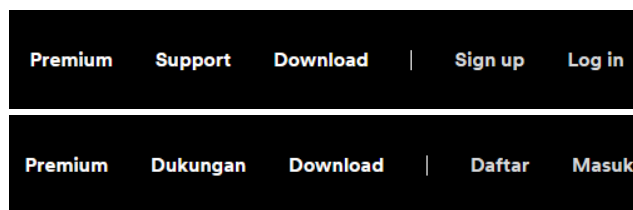


Figure 7. Navigation Buttons of Spotify Website Heading in English and Indonesian

Source: Spotify, 2023a, 2023b

Content Aspect of Website Content

In localizing the Spotify website, both verbal and non-verbal elements were

adapted to suit the Indonesian market. The examples are provided in picture 8.

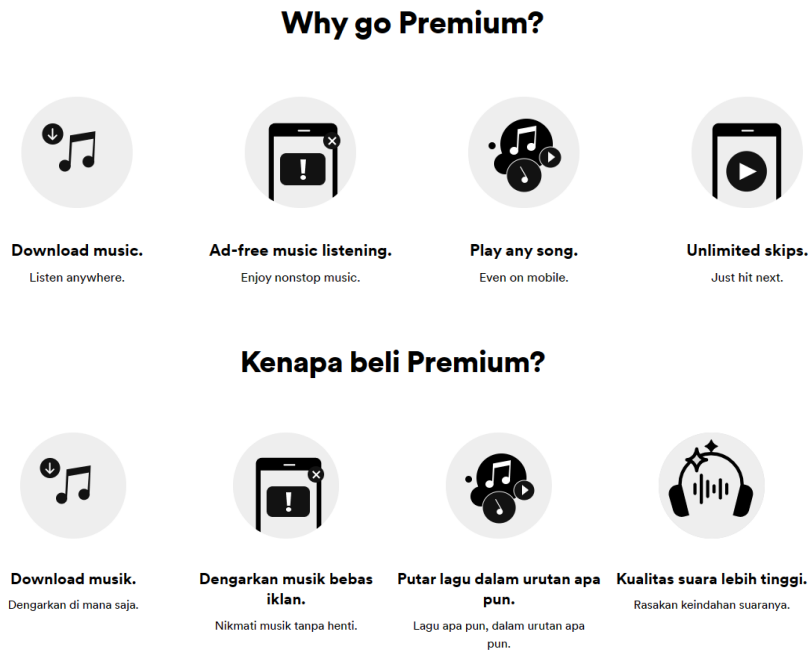


Figure 8. Spotify's Why Go Premium? Section in English and Indonesian

Source: Spotify, 2023a, 2023b

On Spotify Premium page, a section titled "Why go Premium?" was translated as "*Kenapa beli Premium?*" to encourage users to consider getting a premium subscription. While most premium features like ad-free listening, unlimited skips, and offline playback are featured consistently across both languages, the Indonesian version emphasizes "Higher audio quality," a feature not highlighted in the English version. This adjustment likely responds to a local market research. One in five Indonesian customers, according to CyberMedia Research, place priority to audio quality when purchasing a smartphone (Jakarta Jive, 2021). This implies that Spotify utilized an Indonesian market study to identify a substantial demand for excellent audio quality in order to draw in more users. The implied meaning on "Play any song" feature could be another reason, which implicitly includes the concept of unlimited skips, and it was translated to "Putar lagu dalam urutan apa pun" (Play any song in any order). Spotify Indonesia may have chosen

not to explicitly mention "Unlimited skips" to avoid redundancy. Instead, the localization team focused on promoting another feature that is more appealing to Indonesian users. As a result, there becomes the need to visually represent the additional "Higher audio quality" feature. The Indonesian website then introduces new imagery, like headphones with glowing effects to imply superior sound quality. This example demonstrates how Spotify's localization team adapted both textual and visual elements to better resonate with Indonesian users. However, some content aspects remained unchanged during the localization process, as reflected in subsequent findings.

When taking a broader look at Spotify's Premium page, both the English and Indonesian versions share a nearly identical layout, color scheme, and navigation features, with only a few subtle differences. The dominant colors—black, white, blue, and gray—are consistent across both versions, as are the overall design and the placement of navigation

buttons, preserving Spotify's overall brand identity. While most of the designs are the same in both versions, one thing on the Indonesian page stands out as different. In the "Pick your Premium" section, the Indonesian version made a slight adjustment by extending the columns to fit the longer Indonesian text. Notably, the Indonesian site offers five subscription options, while the English version has only four. This difference is due to the inclusion of the Mini subscription, which is tailored to the Indonesian market by offering a more affordable option. A dedicated banner for the student package is also featured. Consequently, pricing plans in the Indonesian version are localized to reflect adjustments for the local currency. The footer sections highlight region-specific links for customer support and legal information which are adjusted to local regulations and customer service needs. These thoughtful yet subtle changes reflect Spotify's commitment to effective localization while preserving its global brand consistency.

Content Aspect of Legal Page

Affordance theory suggests that the perceived properties of an object or environment dictate the possible actions users can perform with (Hammond, 2010). This concept has been widely applied in human-computer interaction (HCI) to help designers understand how users perceive and interact with digital interfaces to the field of human-computer interaction, where it helps designers understand how users perceive and interact with digital interfaces (Gaver, 1991). In the context of website localization, affordance theory sheds light on how users from different regions engage with the same platform, even when it's translated into different languages.

Spotify's Legal page offers an insightful example of how affordance theory plays a role in website localization. Both the English and Indonesian versions, though primarily text-based, maintain consistent key design elements such as uniformity in color, layout, navigation, and overall structure. This consistency suggests that Spotify has thoughtfully applied affordance theory to preserve core functionality and interaction patterns to ensure that users are able to seamlessly navigate the pages with familiar usability, even when switching between languages. Affordance theory offers valuable insights into website localization. In the case of Spotify's Legal page, both the English and Indonesian versions share a highly similar design, with no images or symbols. However, the color, layout, navigation, and overall design remained unchanged, reflecting Spotify's use of affordances to ensure a consistent user experience across languages. This approach preserves functionality and interaction while adapting content for the target audience. As Hammond (2010) notes, affordances emerge from the interaction between the user and the interface, not just from the design itself.

Linguistic Aspect of Navigation Button

Hariyanto (2016) states that the linguistic aspect of website localization encompasses various dimensions, including the pragmatic, semantic, and stylistic dimensions, which are essential for adapting content to the target language and culture. In this study, 226 data points were collected, including words, phrases, and sentences from navigation buttons (43 data), website content (57 data), and the legal page (126 data).

TABLE 2. DATA OF LINGUISTIC ASPECT

Linguistic Aspect	Data		
	Navigation Button	Website Content	Legal Page
Pragmatic	0 (0%)	8 (14%)	4 (3%)
Semantic	43 (100%)	40 (70%)	115 (91%)
Stylistic	0 (0%)	7 (12%)	57 (45%)
Untranslated	0 (0%)	9 (16%)	7 (6%)
	Total: 43	Total: 57	Total: 126

The 100% use of the semantic dimension in translating navigation buttons reflects the priority on delivering accurate meaning, likely due to space limitations to maintain the website's layout. For website content, 70% (40 out of 57) of the data also used the semantic dimension, emphasizing the need for accurate translation. Meanwhile, 12% (7 data) employed the stylistic dimension, such as translating "Bring your music to mobile and tablet, too" as "*Bawa juga musik kamu ke ponsel dan tablet,*" using the informal pronoun "*kamu*" to create a sense of familiarity, appealing to the 18-24 years old age groups which makes up 43% of Indonesia's Spotify user base (Spotify Advertising, 2023). Around 14% (8 data) of the website content fell under the pragmatic dimension, as seen in the translation of "Get Premium free for 1 month" into "*Dapatkan 2 bulan Premium cuma Rp 54,990 dengan e-wallet dan pulsa,*" where the focus was on appealing to potential subscribers with a local promotional offer, and not so much on a word-for-word translation of the source text. Lastly, 2% (1 data) of the website's content remained untranslated, such as "Spotify Kids: a separate app made just for kids," as this feature is not available in Indonesia yet. As a result, there was no need for Spotify to translate or promote the feature, avoiding potential user confusion.

Linguistic Aspect of Legal Page

Approximately 97% of the data (115 items) reflects this aspect. This is crucial

for accurately translating legal terms and maintaining the intended meaning in Indonesian. Semantic translation of these terms focuses on conveying the exact contextual meaning to retain the original text's clarity and cultural context while preserving the author's intent (Mohamed, 2022). Examples include terms like "Paid Subscriptions" translated as "Langganan Berbayar," "Trial" as "*Uji Coba,*" and "Spotify Premium Promotional Offer Terms" as "*Ketentuan Penawaran Promosi Spotify Premium*" where these semantic dimensions ensured accuracy in conveying legal meaning. The stylistic dimension was also evident, especially in the use of formal pronouns like "*Anda*" to establish professionalism and formality, contrasting with the casual tone in other website content. This formal language reinforces the authoritative nature of legal documents and underscores the formal relationship between Spotify and its users.

The pragmatic dimension was minimal, with only 4 data points (3%) identified. Moreover, 2 data (2%) on the Legal page were found to be untranslated. One instance of this is the Spotify Audiobook feature, which could come from the fact that this feature is not available in Indonesia. Thus, the Indonesian translation on this particular feature is not made available. In conclusion, there were notable language variations across the website's content, legal texts, and navigation buttons. The translation of navigation buttons and legal pages primarily used the semantic dimension due

to their need for clarity, consistency, and the importance of avoiding mistranslation. This approach allowed Spotify to minimize user confusion and ensure understanding of legal terms. In some cases, the pragmatic dimension was applied in the legal text when additional context was needed for Indonesian users. Meanwhile, the website content used a more casual tone, incorporating some pragmatic elements to better engage with the audience.

Other Findings

In addition to the website localization theory by Hariyanto (2016), some notable findings in Spotify's website localization include price localization, adjustments to local payment options, the implementation of copywriting, and various translation strategies.

Price Localization

Spotify acknowledges the economic conditions in Indonesia by offering distinct subscription prices. Varian (1989) defines price discrimination as the practice of selling the same products to varying consumers at different prices. Several considerations come into play when deciding a new price. Lipsey & Swedenborg (2007) argues that these variables encompass exchange rates, wage compression, and per capita income. This could be the underlying foundation of why the pricing of Spotify premium subscriptions differs significantly. A few subscription packages and their associated costs are shown in the table below.

Table 3. List of Subscription Price in The English And Indonesian Spotify Website

Package	Pricing on English Website	Pricing on Indonesian Website
Individual	9.99 USD/month (Rp154,588)	Rp54,990/bulan (\$3.55)
Duo	12.99 USD/month (Rp201,011)	Rp71,490/bulan (\$4.62)
Family	15.99 USD/month (Rp247,434)	Rp86,900/bulan (\$5.62)

Source: Spotify, 2023a, 2023b

In addition to modifying the costs of premium subscriptions, Spotify introduced a "Mini" plan for Indonesian users, offering premium features at a daily membership fee for increased affordability. This approach supports a theory by Singh (2011) that multinational businesses can produce affordable products in order to appeal to rural consumers in emerging economies like Indonesia, where affordability is crucial. Spotify has successfully introduced this affordable subscription option in response to the needs of the Indonesian market.

Payment Method Adjustment

To align with local preferences and payment habits, Spotify adapted its payment method in Indonesia. They incorporated popular local options such as e-wallets, direct minimarket payments, and mobile credit, as credit card usage for online payments is less common in Indonesia. This approach aligns with the theory by Esselink (2000), stating that websites offering online purchases should adapt to local payment preferences. The payment options on the Indonesian and English versions of the Spotify website are compared in the table below.

Table 4. List of Payment Facilities in The English and Indonesian Spotify Website

English	Indonesian
Debit or credit card: Mastercard, VISA, Paypal, Discover, American Express	Mobile credit: Smartfren, XL, IM3 Telkomsel, Tri E-wallet: ShopeePay, OVO, DANA, GoPay Credit or debit card: Mastercard, VISA, PayPal, UnionPay, JCB, American Express, JCB Minimarket: Lawson, Alfamidi, Alfamart

Copywriting Strategy

In website localization, Spotify employed a copywriting strategy in the Indonesian version, creating entirely new text rather than direct translation. This approach, as described by Lako (2013), allows for greater flexibility in tailoring

content to the target market. For instance, the Indonesian version of Spotify's premium subscription packages included additional benefits not found on the original website, likely aimed at attracting more Indonesian customers. See the table below for examples.

Table 5. Copywriting Strategies in Spotify Website Localization

Data Code	Source Text (English)	Target Text (Indonesian)
60.	—	Tersedia paket sekali bayar
66.	On-demand playback	Download 10rb lagu/perangkat di lima perangkat
67.	—	Prabayar atau berlangganan

Other Translation Strategies

In adapting the Spotify website from English to Indonesian, various translation strategies were employed for IT-specific terms. These strategies included the use of loanwords, translation

equivalents, and naturalized words (Hariyanto, 2016). This ensured that IT-related terminology was appropriately conveyed to the Indonesian audience while maintaining clarity and relevance.

Table 6. Translation Strategies of It Terms

Data Code	Source Text (English)	Target Text (Indonesian)	Translation Strategy
3.	Download	Download	Loanword
4.	Sign up	Daftar	TL equivalent word
93.	COMPUTER	KOMPUTER	Naturalized word

CONCLUSION

This study aimed to explore the process of localizing the Spotify website

from English to Indonesian, following Hariyanto framework. The study validated that the Spotify website localization

process involved technical, content, and linguistic aspects. The Indonesian website closely resembled the original with some necessary adaptations for the Indonesian market. This minimal adaptation was possible due to an initial internationalization process that removes culture-specific items. Additionally, other adaptations such as price adjustments, payment methods, copywriting strategies, and other translation strategies were considered during the localization process to align with the Indonesian market, further proving that Spotify demonstrated its ability to respond to Indonesian consumer preferences.

Further research into Spotify's website localization could focus on assessing the translation quality to enhance the user experience. These findings could benefit international companies expanding into Indonesia by helping them address translation challenges in localization. Furthermore, professionals in the GILT industry should be equipped with diverse skills, including but not limited to technical proficiency, interpersonal skills, problem-solving, and project management as projects within this industry involves diverse stakeholders.

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