

# EXPLORING THE TRANSLATION OF WEB CONTENT IN THE WEBSITE

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## Abstract

This research explores the translation of a website (web page) by employing library research. As the internet expands in non-English-speaking countries, multilingual websites have become essential for businesses and accessibility. The researcher used this library research to describe the ways of translating websites (web pages). The method of collecting data uses documentation. The method of analyzing data uses content analysis. The data source for this research consists of dozens of journals about website translation. Based on analysis, the researcher found two types of translation used to translate web content; manual and machine translation. Manual translation ensures accuracy, requiring expertise, contextual understanding, and cultural sensitivity. Machine translation, using AI, offers speed, cost-effectiveness, and consistency but may lack nuance and context. Browsers like Google Chrome, Mozilla Firefox, and Microsoft Edge provide built-in translation features, while extensions further enhance accessibility. The implications of this research indicate the need for a more holistic approach to translating websites, taking into account readability, user experience, and cultural fit.

**Keywords:** Web Content; Web Page; Translation

## Abstrak

Penelitian ini mengeksplorasi penerjemahan situs web (halaman web) dengan desain penelitian pustaka. Seiring berkembangnya internet di negara-negara yang tidak berbahasa Inggris, situs web multibahasa menjadi penting bagi bisnis dan aksesibilitas. Peneliti menggunakan penelitian pustaka ini untuk mendeskripsikan cara-cara menerjemahkan situs web (halaman web). Metode pengumpulan data menggunakan dokumentasi. Metode analisis data menggunakan analisis konten. Sumber data untuk penelitian ini terdiri dari puluhan jurnal tentang penerjemahan situs web. Berdasarkan analisis, peneliti menemukan dua jenis penerjemahan yang digunakan untuk menerjemahkan konten web; yakni manual dan mesin. Penerjemahan manual memastikan keakuratan, membutuhkan keahlian, pemahaman kontekstual, dan kepekaan budaya. Penerjemahan mesin, menggunakan AI, menawarkan kecepatan, efektivitas biaya, dan konsistensi tetapi mungkin kurang bernuansa dan konteks. Peramban seperti Google Chrome, Mozilla Firefox, dan Microsoft Edge menyediakan fitur penerjemahan bawaan, sementara ekstensi lebih meningkatkan aksesibilitas. Implikasi dari penelitian ini menunjukkan perlunya pendekatan yang lebih holistik untuk menerjemahkan situs web, dengan mempertimbangkan keterbacaan, pengalaman pengguna, dan kesesuaian budaya.

**Kata kunci:** Konten Web; Halaman Web; Penerjemahan

## **INTRODUCTION**

Since the development of the internet, the translation industry and translation studies have been profoundly impacted by the exponential growth of information and the corresponding surge in demand for translation services (Chuang & Lee, 2015). Latief et al. (2022) state that translation plays a vital role in facilitating the exchange of information, narratives, experiences, and the transmission of knowledge. Translation is transferring a source language into a target language. According to Sofie & Ayuningtias (2023), there are many definitions of translation, including interpreting speech in the same language as the language of the conversation. Interpreting a conversation in a language that is not the language of the conversation. The process of switching from one language to another. Translation encompasses not only the conversion of vocabulary between two languages but also communication among different nations (Lu & Gaozhongyu, 2021).

Translation can be applied to many sources (Fitria, 2020). According to Fitria (2019), the form of translations can be found in many types of media, both printed and electronic media. The translation may be located within the book, literary work, or legal document that is presented in print media. Oral media, conversely, can be encountered in the format of a subtitled film. In multimedia or electronic media, including newscasts, television programs, and films, as audiovisual translation products.

Translation products are also now in the form of written and printed versions, but now also available as website pages; website translation is as prevalent in the global industry as localization (Purwaningsih, 2015). Localization entails the adaptation and translation of website content to suit

the needs of particular local markets (Pym, 2011). This requires the use of language technologies, with the level of adjustment contingent upon marketing criteria. One area of rapid expansion brought about by the era of electronic communications is cross-cultural communication through websites and the components that comprise the individual displays of each site. Traditionally, website translation has been considered a process of moving from the global to the local, or from the major to the minor, and has largely been termed localization (Floros & Charalampidou, 2019).

Hariyanto (2014) explains that a website comprises an assemblage of digital pages, typically designed in the PHP or HTML (Hypertext Markup Language) programming language. These pages may comprise textual content, graphical images, and multimedia elements, including sound, video, and animation files. Websites are distinct from traditional paper documents, particularly concerning their format and writing style. Due to the varied writing styles and media, a distinct method of translation is technically necessary. Although the general principles of translation apply linguistically and culturally in this instance, the technical aspects of the translation require distinct skills or competencies of the translator. New text genres have emerged as a result of the proliferation of the Internet, which has also prompted a redefinition of translation and the competencies required of translators (Agorni, 2022).

The worldwide adoption of the internet motivates websites across the globe to provide translated versions of their content so that visitors can easily navigate them. Presently, a growing number of organizations recognize the importance of making their company information accessible to a global audience

via the World Wide Web (Rike, 2008). An increasing number of websites are translated as a result. Bilingual and/or multilingual websites are proliferating as an increasing number of businesses view the global marketplace as their primary customer base; consequently, the demand for translations in this field is rising (Rike, 2013). Corporate websites are multimodal; the rhetoric of the site is created through the interaction of text, images, videos, and occasionally animations and sound.

Given the instantaneous accessibility of web texts from any location, the translator assumes a heightened responsibility as a cultural mediator, given that the texts may be accessed by a heterogeneous audience representing various cultural backgrounds. The translation of web content is a significant obstacle for many organizations due to the substantial expenses involved and the frequent modifications that occur in the content (Persaud & O'Brien, 2019). At present, organizations employ either machine translation or professional translators to convert their content. The difficulty is that professional translations are expensive and time-consuming, whereas machine translations, despite being cheaper and quicker, do not produce accurate or high-quality translations.

Contemporary websites such as web browsers have evolved to the point where they are indispensable to daily life (Król & Zdonek, 2020). Web users can now read the news, check their email, manage their bank accounts, purchase airline tickets, obtain travel directions, view videos, converse with friends, and perform a multitude of other tasks from within the same browser window, owing to the proliferation of web applications. With the advent of the Internet in nations where English is not the native tongue, the

expansion of websites in languages other than English is accelerating.

As an increasing number of tasks require humans to execute them more efficiently in response to the rapid advancement of technology, a plethora of digital tools have been developed. One form of cyber media, namely a website, is currently being utilized to facilitate human activities. Given that website translation is currently gaining prominence and becoming more widespread, several factors must be taken into consideration (Ardhan, 2021). Usually, to ensure accessibility for visitors from around the world, any Bahasa Indonesia content on the website must be translated into English or vice versa.

There are several previous studies related to human/manual translation. Kamil (2014) identifies 170 phrases from 22 selected Twitter Web pages for which literal translation is utilized the most frequently, followed by couplets and triples, naturalization, transference, shift, cultural equivalent, and reduction. Rachmawati (2016) identifies the translation techniques used in WordPress translation are natural borrowing and naturalization, literal translation, cache, reduction, and transposition. Sigalingging (2018) identifies that the content of [www.ayodyapala.com](http://www.ayodyapala.com) is translated utilizing 14 techniques such as literal translation, transposition, borrowing, established equivalence, modulation, reduction, adaptation, linguistic amplification, particularization, generalization, discursive creation, linguistic amplification, and calque. Wiguna (2019) identifies that the translated web pages of AirAsia exhibit a satisfactory level of accuracy, readability, and acceptability.

Levana (2021) identifies that when translating Indonesian news articles to English for the Universitas Gadjah Mada website, the translators employed translation strategies such as elimination, addition

strategy, summarizing information, alteration in the order of paragraphs, and the change of title and lead. Rachwanti & Cahyaningrum (2021) identify that the solocity.the travel website has been translated accurately and satisfactorily. The translation quality reveals that 46 pieces of data are classified as accurate translations, 19 pieces of data are classified as less accurate translations, and 1 piece of data is classified as an inaccurate translation.

Latief, et al. (2022) indicate that syntactic strategies are the most commonly employed translation approach on the website of an academic institution such as literal, loan/calque, transposition, and phrase structural change. Abdelwahab (2022) identifies that translation strategies are applied in the English-Arabic translation of a website article. He examines the 8 strategies used in the translation procedure. Majid, et al. (2023) identify on the Website of Indonesia.go.id text contains 7 translation methods such as literal translation, word-for-word methods, free translation, communicative translation, semantic translation, adaptation, idiomatic translation, and idiomatic translation.

This research examines the utilization of Google Translate by the official website of a low-cost airline to translate its official and legal documents. Due to the critical impact that “Terms and Conditions” have on the airline and its passengers, this section is our primary focus. According to the findings, errors manifest themselves on three primary levels: lexical, syntactical, and discursive. Unintelligibility is an inevitable consequence of errors; for this reason, we offer explanations and practical implications for future applications.

## **METHOD**

The researcher used this library research to describe the ways of translating websites (web pages). The method of collecting data uses documentation. The method of analyzing data uses content analysis. The data sources used as material for this research are books, journals, and internet sites related to the selected topic. The data source for this research consists of dozens of journals about website translation. After all the data has been collected, the next step is to analyze the data so that something can be concluded. To obtain correct and precise results in analyzing the data, the author uses critical analysis techniques. Critical analysis is a view that states the researcher is not a value-free subject when looking at research. Analyze that Its critical nature generally departs from views or values of certain things that researchers believe.

## **FINDINGS AND DISCUSSION**

Translation can be defined as the art of changing text from one language to another while maintaining the authenticity of the content of the translated material. The original content of the translated material is also known as the source text, while the contents of the translated material are known as the target text. Translation can also be described as the job of translating an original document from its original language to the target language without changing the essence and authenticity of the content of the original material.

In the field of translation services, there are two types of translation: manual translation, machine translation, Browser Built-in Translation, and Browser Extension. In translating entire websites online, there are two types of methods that we can use, namely human/manual translation and machine

translation. Both of these methods have their respective advantages and disadvantages. Based on the findings, it shows that there are two ways to translate a website or blog, as follows:

### **Human/Manual Translation**

Translating website content manually or with human translation involves the process of translating text from one language to another with the help of a human translator. Translation of website content involves several techniques and procedures to ensure that the translation is carried out accurately, consistently, and following the website's communication objectives.

As a translator, there are several steps to carry out this translation process: 1) having expertise in both languages involved such as Indonesian to English or English to Indonesian; 2) providing guidance and context; 3) using a glossary and writing style; 4) monitoring the process and provide feedback; 5) performing testing and revisions; 6) paying attention to cultural aspects; 7) always updating translations; 8) collaborating with multilingual teams. Then, as additional, the translators use translation tools (if needed). Some translation tools can help speed up the process, but the results may require further review to ensure accuracy.

The manual process ensures that translations are done with optimal accuracy and thoroughness so that our website can effectively convey our message to other language audiences. There are several skills are needed to be successful in translating manuals. Of course, the first is good language skills in the source and target languages. Even though it is not a special skill as a manual translator, when translating a manual, the choice of words used must be precise, clear, concise, and easy to understand. There are other demands

for translators to also understand special terms and general terminology surrounding technical and natural language in the target audience.

However, to assess the quality of machine translation, a more thorough and comparative analysis of the source language and the machine translation is required. This comparison should encompass not only the semantics and pragmatics of the text but also the words, syntax, and discourse levels of the machine translation. By employing this multilevel comparison, an overarching assessment of the quality of machine translation of both human translation and the source language can be attained (Li et al., 2014).

Machines may have a wider vocabulary because they are connected to the internet, but translation is not just about vocabulary composition. Human translators will always be needed because they have values that are difficult for machines to do, namely understanding what is being translated. Professional translators can truly understand writing from the author's point of view and rewrite it according to the intended purpose with an acceptable context in the target language. Some translation processes that can only be carried out by human translators are: 1) culturally sensitive, human translators have cultural understanding and attention to detail that can ensure translation accuracy and cultural sensitivity; 2) linguistic nuance, humans can understand the context and meaning of a text and convey it in the target language; 3) accuracy and quality, humans are more accurate in providing a translation of a text because, unlike machine translation, they can proofread and edit it; 4) personal touch, there have been some outstanding human translators throughout history, and that is because they left creative and unique ways of translating many novels and poems.

Human translation involves the process of converting text from one language to another by a professional translator or team of translators. Translators are usually native speakers of the target language and fluent in the source language. The advantages of human translation are: 1) more accurate translation; 2) natural flow; 3) quality assurance; and 4) skillful. Besides the disadvantages of human translation are: 1) cost; 2) turnaround time; 3) limited availability; and 4) lack of consistency. Human translation may be more expensive and time-consuming than machine translation, but it provides high-quality and accurate translations, making it the preferred choice for professional translation services.

### **Machine Translation**

Machine translation is a program that interprets and translates text from one language to another. Machine translation is the process of translating text from one language to another using machine translators (Fitria, 2021a). Machine translation converts text or voice from one language to another using algorithms (Fitria, 2021b). MT employs a machine translation engine to facilitate the substitution of words from one language for words from another; however, this does not generally result in the production of the highest quality translation of a text. Specifically, machine translation is an area of focus within the field of translation, as it assists translators in their analysis of diction used as a linguistic element. It is crucial to emphasize that machine translation is merely an auxiliary tool in the realm of translation and should not be relied upon as the primary method, as its complexity cannot rival the adaptability of the human brain's cognitive faculties when it comes to modifying translation outcomes to fit the context at hand (Fitria, 2021a).

Machine translation is a type of translation that uses artificial intelligence (AI) and computer algorithms to automatically translate text from one language to another. The advantages of human translation are: 1) speed, machine translation is much faster than human translation, allowing for fast turnaround times and efficiency; 2) cost-effective, machine translation can be much more cost-effective than human translation, especially for large volumes of content; 3) availability, machine translation is readily available online and through various software applications, making it easily accessible to anyone who needs it; and 4) consistency, machine translation provides consistent translations for repetitive content and ensures technical terminology is translated consistently.

The benefits of this method of translation include its ease of use, its ability to produce results quickly, and its minimal cost. It is comparable to the services of human translators, which are not always available, require considerable time to produce the translated text, and are also quite expensive. It is unsurprising that machine translation has become a necessity and is presently utilized by a large number of individuals.

Besides, the disadvantages of human translation are; 1) quality; machine translation can produce translations that are inaccurate, unnatural, or inappropriate for the intended audience due to AI's limitations in understanding context, idiomatic expressions, and cultural nuances; 2) technical limitations, machine translation may not be able to handle highly technical content or complex sentence structures; 3) lack of customization, machine translation cannot adapt to individual needs, styles, or domain-specific terminology. We know the difference between human translation and machine translation.

Google Translate is among the most widely utilized machine translation platforms globally (Budiharjo, 2018). It is asserted that this machine translation utilizes Artificial Intelligence technology to translate between a variety of language pairings, thereby generating “translations that are typically more precise and more authentic in tone to the way native speakers express the language.” Website translation is one of the attributes of this technologically sophisticated product. Therefore, it would appear that Google Translate and the technology that it possesses still have a lot of room for improvement before it can be considered a trustworthy online translator.

Translating website content with a machine translator can be a fast and efficient way to provide a translated version of a website. There are general steps we can follow; 1) identify destination language; 2) choose a reliable machine translator; 3) prepare the text to be translated; 4) visit the machine translation site. Open the website of our chosen machine translator; 5) paste text and select language; 6) check and correct translations; 7) apply translation to the website; 8) perform additional testing and corrections; 9) watch for content updates.

Machine Translation (MT) software today provides adequate conversion of foreign languages to one’s native tongue (Kahler et al., 2012). Although machine translation can provide fast translations, it is important to remember that the results may not always be completely accurate and may miss certain nuances or contexts. Therefore, it is highly recommended to perform manual checks and, if possible, involve human translators for more important or complex content.

## Browser Built-in Translation

Translating website content using the built-in translation feature on a web browser is an easy and fast way. Most modern web browsers include an automatic translation option that we can enable or built-in translation features such as Google Chrome, Mozilla Firefox, Microsoft Edge, Opera Browser, and Safari. The description from several online translator tools for translating websites or blogs is as follows:

### *Mozilla Firefox*

Mozilla Firefox is a popular web browser that offers a range of features to enhance our browsing experience. One such feature is the built-in translation option, which allows us to easily translate pages into our preferred language. This is especially useful if we encounter web pages in a language we do not understand, or if we are traveling and need to access information in a foreign language. Additionally, third-party translation extensions are available, which can give us more visibility and control over the translation process. With Mozilla Firefox, we can translate entire pages or selected text within pages into the language of our choice

Using Google Translate is an alternative way to quickly translate a full web page easily by relying on the help of Google Translate. PC or laptop users can try this method without needing to activate the translation feature first. We only need to copy-paste the web page link into Google Translate. Open the non-Indonesian language site or web page that we want to translate. Copy or copy the URL link of the website page. Then open a new tab and type the site <https://translate.google.com/>. Next, first set the required language, for example, if the site is in English, then change the translation from English to Indonesian. After that, paste or paste the URL link that was

copied into the Google Translate translation column provided. After the translation results link appears in the right column, click the web link. We will be directed to a website page where all the writing has been translated by Google Translate.

### **Chrome**

The Google Chrome browser is equipped with an automatic translation feature which can make it easier for users to understand articles on a foreign language web page. By translating websites in Google Chrome, we can translate the full contents of the web page into Indonesian or another language that we understand so we do not have to bother translating one by one manually. There are two quick ways to translate Google Chrome web pages that we can try on PC and laptop devices.

To be able to translate web pages, first make sure that the translation settings on our PC or laptop are active. If we are not sure or have never activated this feature before, follow these steps. If we want to activate translation in Chrome, we only need to open the Chrome menu in the top right corner, and then select Settings. Next, click Advanced and scroll down until we find the Languages option. Add the desired language, to search for more languages. Just drag the cursor down, exploring the various languages provided. To enable or disable the translation feature in Firefox, open the Firefox menu at the top right of the browser, and click Preferences. Then, click Select in the Language and Appearance section. There, we can select the language to add, and click OK to end the step.

### **Opera Browser**

Opera is a popular browser and is used by many people because of its extraordinary features. If we are an Opera user and have ended up on a website that is not in a language

we understand, but is something important and has been sent to us by a boss, or a friend, and we have to read it, then we may need a translation app for this. Luckily, Opera has a translation extension we can add to our browser. It helps us to read anything online which is in a different language.

To add this extension to our Opera browser, follow the steps such as Open Opera. When we open the Opera browser, in the top left corner we will see O for Opera, where we will find all the settings for this browser. Click this 'O', which is the menu for our Opera. While we can go to Google and use a translator website, adding an extension to our browser makes life a lot easier. Now in the menu, click on the tab for Extensions as shown in the image above. Click Get Extension next. This will direct us to all the extensions in Opera that we can add to our Opera browser. This is how a new window will open on the screen with all the add-ons for our Opera browser. Find the 'search for add-ons' bar on the top right side. This will serve as a search bar, and this is where we will type 'Google Translator', to find it easily.

Now since we are going to download Google Translate as a translator for our web browser, we have to click on the extension. This will take us to another page, where we will find more live tabs to finally add it as an extension. Click on the tab that says 'add', as shown in the image below. Now that we have downloaded this valuable extension, how will we use it? Well, it's very easy to use. Now there are two ways to do it. When we select text on a website, the Google Translate icon automatically appears there to recognize words in a foreign language. We can click on this icon to see what it means, and how we clicked on this icon, and the application translates the selected text automatically. Alternatively, we can copy the selected text,



click the Google Translate icon in the top right corner, and paste it into the space. It only takes a few seconds to translate the selected text. We can explore the extension and use its additional features to make better use of it. This could be one of the best ways to access websites that are very important for our work/studies, but since they are in a foreign language, we are looking for an alternative that can give us the same results. Use this extension in our Opera browser, and translate our way very easily.

### ***Safari***

If we use Apple's web browser, Safari, we no longer need to open "Google Translate". We can now translate web pages in up to seven languages directly in Safari, of course, via our Mac device. Apple provides translation support in the Safari 14.0 browser. The following example is still in beta but is fully functional. However, if our Mac is running the latest version of macOS, the feature already exists in Safari. To get started, open a web page in one of the supported languages. Safari will recognize the language automatically, and we will see "Translation Available" in the URL bar, along with a "Translate" button; click it. If this is our first time using the feature, a pop-up will appear. Click "Enable Translate" to enable the feature. In the translation menu, select "Translate to English". The text on the page will be immediately changed to English. The "Translate" button will also turn blue. To disable the "Translate" feature and return to the original language, click the "Translate" button again, then select "View Original."

We can also translate to languages other than English. To do this, click the "Translate" button, then select "Preferred Language". Then, open the "Language & Region" menu in System Preferences. Here, click the plus sign (+) to add a new preferred language. We can

add multiple languages here while continuing to use English as the default language on our Mac. In the pop-up, select the language we want to add, then click "Add". System Preferences will ask if we want to make this our default language. Select the default language beforehand if we want to keep it.

### ***Microsoft Edge***

If we open a page written in a different language than our preferred language in settings, Microsoft Edge will automatically ask us to translate it. The translator appears in the address bar when we open a web page written in a foreign language. A language is considered foreign to us if it is not included in our preferred Languages list in Settings. To add or remove languages from the list, in Microsoft Edge, go to Settings and More> Settings > Languages.

There are several ways to translate web pages in Microsoft Edge. Open a web page in Microsoft Edge. The browser will detect the language of the page and a menu will appear asking us to confirm that we want to translate the page. We can do one of the following things: In the Translate drop-down, select the language we want the page to be translated into. The default is the language we set for Microsoft Edge. To translate a page, click 'Translate'. To always translate automatically from the source language, select the Always to translate from the [Language] check box. To skip translation, in the list at the bottom right, select Never now to skip translation or 'Never translate' [Language] so that the panel never appears when we open a page that uses that language. Inside the address bar, we will see a glimpse of a status indicating that the page has been translated.

Besides, we can also use browser extensions to translate websites. Translating website content using extensions or add-

ons on a web browser is also a convenient and frequently used method such as Mozilla Firefox, Google Chrome, and Microsoft Edge.

## **Discussion**

English occupies the top position among the most widely spoken languages in the world. It is spoken as a first language by hundreds of millions of people and serves as a second or foreign language for billions more. Providing translations in English is a strategic move for businesses and content creators. With so many English speakers around the world, websites offering content in English can significantly expand the reach of information. English is a frequently used medium for international trade, online communication, and global collaboration. By making content accessible in English, a wide range of information readers are comfortable with this language.

With the development of the Internet in nations where English is not the native tongue, the expansion of websites in languages other than English is accelerating. Using a website as a marketing platform, readers need to provide translation options on the site. A website can be reached by anyone, even if the audience is in a different country. If visitors want to know the contents of the site but do not understand the language of the site, readers should add translation options to several languages. Multilingual websites play an important role in reaching a global and diverse audience. In this increasingly connected digital era, developers need to understand why having a multilingual website is a must. Website translation into English provides several valuable benefits. First, English is an international language that is widely used in the world of business and global communication. By translating our website into these languages, we can

easily reach audiences from different cultural backgrounds.

Latief et al. (2022) state that the structure of the translated website ought to be identical to that of the original, which is characterized by a static template. An individual is more likely to employ the translation strategy necessary to create an accurate website translation from one language to another when a website features a bilingual system. According to Hariyanto (2014), there are several basic considerations and potential problems in website translation. It is taken from real-life website translation and literary analysis, the author outlines three primary considerations that warrant attention during the process of website localization: technical, content, and linguistic aspects. File formats and character encoding are technical aspects. Aspects of content consist of text, images, color, and symbols. Aspects of language consist of textual style, meaning, idioms, and so forth.

A translator's awareness regarding the standard of translation will motivate him or her to determine the most effective means of conveying the intended meaning. Throughout the translation process, he or she will utilize specific methodologies to address particular obstacles (see Handoyo, 2016; Fransiska & Arifin, 2021). Tedjini & Toubakh (2022) state that the translator must take into consideration the target culture, the aim of the target text, and the message of the source text. The act of translating is inherently intricate and multifaceted, as it involves not only the reproduction of linguistic structures but also the transmission of cultural connotations and aesthetics. Both a foundational understanding of the English language and expertise in the subject matter are essential for producing high-quality translations (Hartono, 2015).

## CONCLUSION

Translation is the process of converting text from one language to another without altering its original content. Website translation into English offers several benefits, including reaching audiences from different cultural backgrounds. The structure of the translated website should be identical to the original, with a static template. A bilingual system increases the likelihood of accurate translation. Hariyanto (2014) outlines three primary considerations in website translation: technical, content, and linguistic aspects. Technical aspects include file formats and character encoding, while content includes text, images, color, and symbols.

There are two types of translation ways in translating website or web content website translation, manual translation involves techniques such as providing context, using a glossary, monitoring the process, providing feedback, testing and revisions, and considering cultural aspects. Machine translation uses artificial intelligence and computer algorithms to automatically translate text, offering advantages such as speed, cost-effectiveness, availability, and consistency. Web browsers like Google Chrome, Mozilla Firefox, Microsoft Edge, Opera Browser, and Safari offer built-in translation features for easy and fast website content translation.

Providing translations in English is a strategic move for businesses and content creators, as it significantly expands the reach of information and facilitates international trade, online communication, and global collaboration. With the development of the internet in countries where English is not the native tongue, the expansion of websites in languages other than English is accelerating. Multilingual websites play an important role in reaching a global and diverse audience.

A translator's awareness of the standard of translation motivates them to determine the most effective means of conveying the intended meaning. They must consider the target culture, the aim of the target text, and the message of the source text. High-quality translations require a foundational understanding of the English language and expertise in the subject matter.

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