

Localization of the Japanese brand Tatcha's website

LOCALIZAÇÃO DO WEBSITE DA MARCA JAPONESA TATCHA

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Abstract

The more the world becomes globalized the bigger the need to make online content available and understandable to several *locales*. In this project we aim to localize a native Japanese website to the Portuguese public, implementing several localization techniques. This website is from a famous Japanese cosmetic brand that puts a heavy emphasis on the underlying Japanese culture and tradition used in all of their products. This makes the localization project more challenging due to the fact that it demands special attention to how the source culture shall be recodified. The tools used in this project were a decisive factor in the success of the localization since they allowed the translation of the strings to flow more quickly and easily. In terms of multimedia content localization, external tools were used and special attention was put in how and where the target files were uploaded. In the end we were able to obtain a perfectly localized website to the Portuguese public, opening the Japanese cosmetic market to a brand-new market opportunity.

Keywords: localization, Japanese, HTML, memoQ, website

Resumo

Com a crescente globalização, maior é a necessidade de tornar o conteúdo online disponível e compreensível para vários *locales*. Neste projecto propomos a localização de um website nativo japonês ao público português, implementando várias técnicas de localização. Este website pertence a uma famosa marca de cosméticos japonesa que coloca uma forte ênfase na cultura e tradição japonesa incorporada em todos os seus produtos. Isto torna o projecto de localização mais desafiante devido ao facto de exigir uma atenção especial à forma como a cultura de origem será recodificada. As ferramentas utilizadas neste projecto foram um factor decisivo para o sucesso da localização, uma vez que permitiram que a tradução das strings fluísse mais rápida e facilmente. Em termos de

localização de conteúdos multimédia, foram utilizadas ferramentas externas e foi dada especial atenção a como e onde os ficheiros alvo foram carregados. No final, conseguimos obter um website perfeitamente localizado para o público português, abrindo o mercado japonês de cosméticos a uma nova oportunidade de mercado.

Palavras-chave: localização, japonês, HTML, memoQ, website

1. Introduction

In this paper we will address the methodology used in the translation and localization process of Tatcha's website to Portuguese as well as the computer tools used. Localization can be described as a process in which a product or service particular of a certain language is adapted to fit another culture, language or desired local (Cyr, 2004). The goal of any website localization project is to create a "technologically, linguistically and culturally neutral platform from which to launch global e-commerce initiatives while allowing a framework that incorporates local content and functionality" (Shannon, 2000).

This localization project was developed as a project for the Japanese Advanced Translation Methods course unit in which we had to choose and localize a Japanese website to Portugal. The Tatcha Japan website was chosen due to the fact that it was one of the few websites found that hadn't yet been localized to Portuguese. The parts to be localized were the following:

1. Brand history
2. About Tatcha
3. Brand philosophy
4. Skincare Ritual
5. The ingredients
6. About the packaging
7. Social causes
8. Sustainability

The website is also composed by various HTML elements such as a side banner pop-up displaying the current campaign and a common part made up of various general information and links for the user, which were also translated. Barring these, there is also the need to translate several images displayed on the website due to the fact that these also contain Japanese text. All these steps will be described in more detail in the next sections of this paper.

2. Workflow

First and foremost, there was a clear need for the establishment of a workflow for this project . As Sun (2001) stated, the localization process of any website can be described as divided in two sub-levels. The first one regarding “adjusting the features of the product including translation, punctuation, dates, weights, measurements, addresses, currency, and so on to mirror the conventions and needs of the target audience”. The second one being “adjusting the aesthetic appeal, images, colours, logic” (Sun, 2001, p. 95).

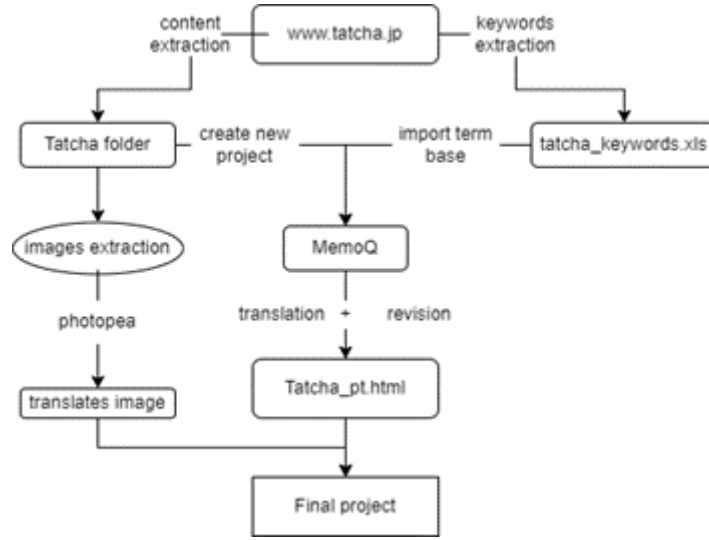


Figure 1: Workflow diagram of the localization of the Japanese website Tatcha

In the next parts of this paper, each of the sections in the workflow presented in Figure 1 will be explained and detailed.

2.1 Extraction of the content

The first step in this project is to extract the content to be localized. This was done by selecting and opening all the 8 pages mentioned above and saving them in our local machine as an *.html/htm (webpage, complete) file each one in its respective folder as shown in Figure 2.

Thus, each folder contains an *.html file and another one with all the necessary components needed for the correct function of the webpage after translation.

2.2 The localization processes

This section will focus on how the localization of the website was made. The localization software used was memoQ in which the path to all the parts of the

Name	Date modified	Type
A filosofia da marca	23/09/2022 16:54	File folder
A nossa história	23/09/2022 16:52	File folder
Causas sociais	23/09/2022 16:57	File folder
O ritual de cuidados de pele	23/09/2022 16:54	File folder
Os ingredientes	23/09/2022 16:55	File folder
Sobre a embalagem	23/09/2022 16:56	File folder
Sobre a Tatcha	23/09/2022 16:52	File folder
Sustentabilidade	23/09/2022 16:56	File folder

Figure 2: Sections of the website saved on local machine

webpage to be translated and the corresponding folders on the local machine were added (see Figure 3).

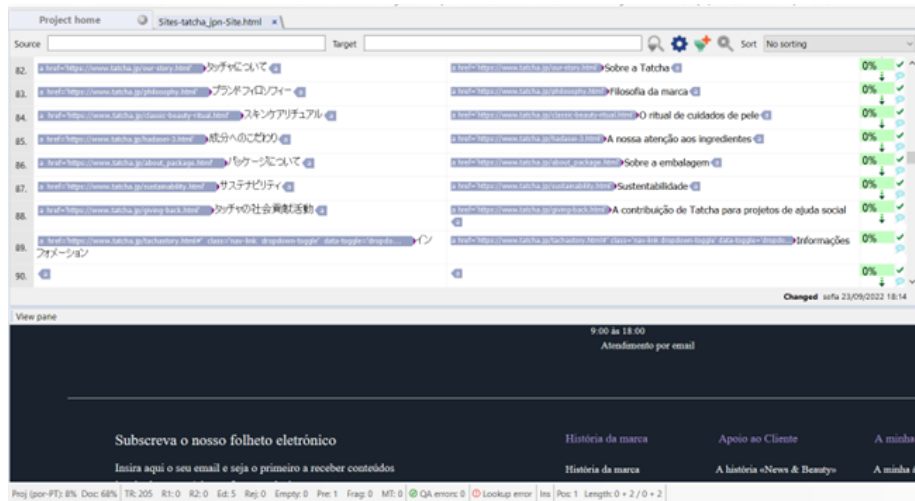


Figure 3: memoQ Project open for translation

From this point onwards, the software processes the HTML files and displays for the translator only the strings that are to be translated, omitting all the other HTML components such as images, code, add-ons. With all this in mind the localization process is divided in three parts:

- The translation of the strings
- The translation of the images
- The finalization and exportation of the webpage

2.3 Translation of strings

As mentioned before, the use of memoQ greatly helped this part of the project since it quickly separated all the strings to be translated.

Before proceeding to the translation of all the text, it was decided to first extract all the keywords and terminology with the help of Sketch Engine. Having extracted all the corpora from the text, this allowed us to create a translation memory populated with the output from Sketch Engine and respective translation. This process can be more easily displayed as a diagram (Figure 4).

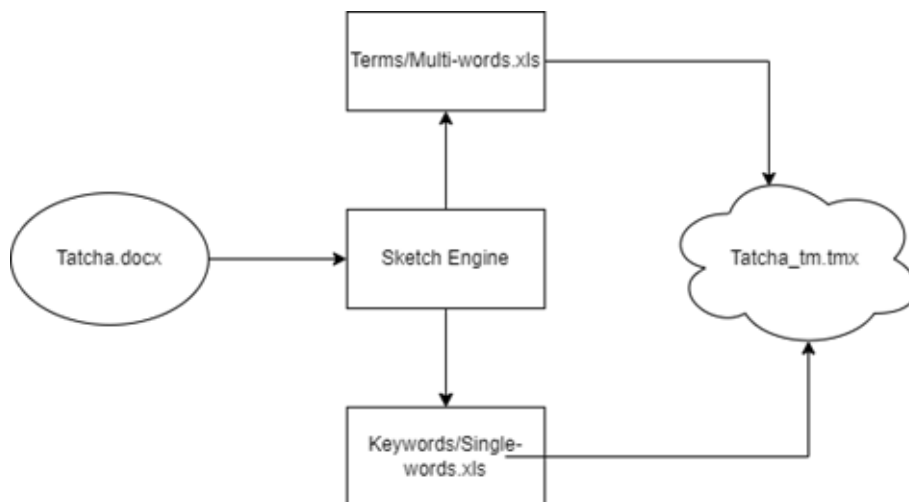


Figure 4: Creation of TM workflow

The main challenge in the translation process was the fact that, as stated by Cyr (2004), Japan is a high context culture where written messages are multilevel and mostly implicit in nature. This means that the translation needs to be done with extreme care for details, correctly decoding all the cultural and implicit nuances that this language entails.

2.4 Translation of images

This step was done through the use of Photopea, a free Adobe Photoshop alternative. First, the original text from the original image was removed with the use of the “spot healing tool”. This process was then applied to all the images containing Japanese text (see Figure 5).

The last step was to write the translation and save the file in our local machine. This final step is of extreme importance since the new image will only show up on the translated website if the stored path, name and format are the same as the original (Pym, 2011). If any of these do not match up the translated



Figure 5: Image editing in Photopea

website won't be able to correctly display the image resulting in a broken image displaying instead of the one intended.

2.5 The finalization and exportation of the webpage

Having completed all the steps mentioned in the above sections and after a careful revision process, the website is ready to be displayed, as shown in Figure 6. Due to the fact that this was developed as a curricular activity and the website was not translated as a whole, I maintained the website only on the local machine.

Although it was not required for this project to localize the footer, a more general section of the website, this part was also localized.

3. Conclusion

With the realization of this localization project, it was possible to approach the process of localization of a website from a structured way. From the establishment of a workflow to the actual translation and image editing, all these steps prove crucial to a most efficient and successful project. In this case the difference between the Japanese culture and the Portuguese culture allowed for the application of a more theoretical framework in regarding the translation itself. This was achieved through the analysis of the corpus pre-translation and also by the knowledge already possessed about the Japanese culture and society.



Figure 6: Final version of the localized website

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