



TRANSLATION TECHNIQUES FOUND IN PUBG GAME: ENGLISH INTO INDONESIAN

Atiq Ismaeni Duriyati¹, Havid Ardi²

English Department
Faculty of Languages and Arts
Universitas Negeri Padang
email: atiqisma@gmail.com

Abstract

This study aims to identify the translation techniques used in translating the common features of the game *PlayerUnknown's Battlegrounds* (PUBG) from English into Indonesian and to assess the level of translation accuracy. This research employed a descriptive qualitative method. Data were collected from 81 features within the PUBG game. Translation techniques were analyzed using the framework proposed by Molina and Albir (2002), while accuracy was assessed using the model developed by Nababan et al. (2012), involving two raters. The results of this study show that eight translation techniques were identified in the translation of PUBG game features from English into Indonesian. The findings reveal that the most frequently used translation technique was Established Equivalent, accounting for 34.41% of all technique occurrences, followed by Borrowing as the second most dominant technique with a frequency of 27.96%. The results also indicate that Adaptation was used in 12.90% of the data, while Modulation appeared in 11.83%. Furthermore, the study found that Transposition occurred in 5.38% of the data, Literal Translation in 4.30%, Discursive Creation in only 2.15%, and Generalization was the least frequent technique with just 1.07%. In terms of translation accuracy, the results demonstrate that out of 81 data entries, 95.06% were categorized as accurate, while only 3.70% were classified as less accurate, and merely 1.23% were considered inaccurate. The study concludes that the mean accuracy score reached 2.93 out of 3, which indicates a very high level of translation accuracy.

Key words: translation techniques, translation accuracy, game localization, PUBG

INTRODUCTION

Translation plays a fundamental role in enabling communication across languages and cultures. It is not merely a process of replacing words from a source language (SL) with their equivalents in a target language (TL), but rather an interpretative act that involves transferring meaning, intention, style, and cultural nuances. A successful translation must preserve the original message while ensuring that it is understandable and acceptable for the target audience. This

complexity makes translation a multidimensional activity that requires not only linguistic competence but also cultural awareness and contextual sensitivity. In the modern era, where global interaction is increasingly common, translation has become an essential tool for facilitating the exchange of knowledge, technology, and entertainment across linguistic boundaries. In Indonesia, translation has a significant impact on access to global content. Many forms of knowledge, including academic works, literature, and digital media, are made available to Indonesian audiences through translation. This process contributes to educational development and cultural exchange, allowing individuals to engage with ideas and products from different parts of the world. At the same time, translation also serves as a bridge that connects local audiences to global industries, including the rapidly expanding field of digital entertainment. One of the most influential sectors in this context is the online gaming industry, which has experienced substantial growth in recent years and has become a major part of everyday life, especially among younger generations.

Online games are no longer viewed solely as a form of entertainment; they have evolved into complex interactive platforms that combine storytelling, social interaction, and even informal learning. Many players engage with games in multiple languages, often encountering English as the dominant language in global gaming environments. As a result, online games can serve as tools for language exposure and vocabulary acquisition. Several studies have shown that players can develop their understanding of English through repeated interaction with in-game texts, instructions, and communication features. However, not all players possess sufficient proficiency in English to fully understand these elements. Therefore, the availability of localized versions of games, including translations into Indonesian, becomes crucial in ensuring accessibility and enhancing the overall user experience. Game localization refers to the process of adapting a video game for a specific linguistic and cultural audience. This process goes beyond simple translation, as it involves modifying various aspects of the game, including text, interface, symbols, and sometimes even cultural references, to suit the expectations and norms of the target audience. Localization aims to create a seamless experience in which players feel that the game is designed specifically for them. In this context, translation techniques play a vital role in determining how effectively meaning is transferred from the source language to the target language. The choice of technique can influence not only the accuracy of the translation but also its clarity, naturalness, and usability within the game environment.

One of the most popular online games worldwide is PUBG (PlayerUnknown's Battlegrounds), a multiplayer battle royale game that allows players to compete against each other in a dynamic and immersive environment. The game includes a wide range of features, such as menus, system notifications, quick chat options, and interactive commands, all of which are essential for gameplay. These features must be clearly understood by players to ensure effective interaction with the game system and with other players. As PUBG is played by a global audience, including a large number of Indonesian users, the translation of these features into Indonesian becomes a critical aspect of the

game's localization. Despite the importance of translation in games, prior studies have largely focused on narrative elements such as dialogues and storylines, while paying less attention to functional language like menus, commands, and system messages. In reality, players interact more frequently with these interface elements, which play a crucial role in gameplay. Because of this, they require precise and accurate translation; otherwise, misunderstandings may lead to confusion, errors, or decreased player engagement. Therefore, examining the translation of game features provides valuable insights into how language operates in interactive digital environments.

Translation techniques also play a significant role in determining translation quality. According to Molina and Albir (2002), translators can apply various techniques—such as established equivalent, borrowing, modulation, and adaptation—to achieve equivalence between the source and target texts. The selection of these techniques greatly influences clarity and naturalness. For example, established equivalents can enhance familiarity, while borrowing may retain widely recognized terms. However, inappropriate choices may result in translations that are unclear or inaccurate.

In addition, translation quality must be evaluated, particularly in terms of accuracy. Translation Quality Assessment (TQA) provides a framework to measure how effectively meaning is conveyed. Nababan et al. (2012) classify accuracy into three levels: accurate, less accurate, and inaccurate. This classification helps identify whether the translation preserves the original meaning without distortion.

Based on these considerations, this study analyzes the translation techniques used in PUBG features and evaluates their accuracy in the Indonesian version. The findings are expected to provide useful insights for translators, game developers, and researchers, highlighting the importance of effective localization in improving user experience and ensuring accessibility for a wider audience.

B. RESEARCH METHOD

This study employs a descriptive qualitative research design to analyze the translation techniques and accuracy found in the common features of the PUBG game. A qualitative approach is considered appropriate because the research focuses on describing and interpreting linguistic phenomena rather than measuring them statistically. The aim is to provide a comprehensive understanding of how translation techniques are applied and how accurately meanings are transferred from English into Indonesian within a digital gaming context.

The data of this study consist of textual elements taken from PUBG's common features, including menus, system notifications, commands, and interface labels. A total of 81 data units were collected. These features were selected because they represent the functional language most frequently encountered by players during gameplay. The source language (SL) is English, while the target language (TL) is Indonesian.

Data collection was conducted through observation. The researcher used a smartphone to access the PUBG application and systematically changed the language settings between English and Indonesian. Screenshots of the same features in both languages were captured to ensure accurate comparison. The collected data were then recorded and organized into an observation checklist for further analysis. The data analysis process was carried out in two main stages. First, the researcher identified and classified the translation techniques used in each data unit based on the framework proposed by Molina and Albir (2002). Each translation was carefully compared between the source text and the target text to determine the technique applied. In some cases, more than one technique was identified within a single data unit, resulting in the use of duplet techniques.

Second, the translation accuracy was evaluated using the model proposed by Nababan et al. (2012). This model classifies accuracy into three categories: accurate (score 3), less accurate (score 2), and inaccurate (score 1). The assessment focuses on how well the meaning of the source text is preserved in the target text without distortion. To ensure reliability, the evaluation involved two raters: the researcher and a translation expert. Both raters independently assessed all data units, and the results were compared to determine the overall accuracy level. To support the analysis, percentage and mean score calculations were used to summarize the accuracy results. The percentage formula was applied to determine the distribution of each accuracy category, while the mean score formula was used to identify the overall level of translation accuracy.

C. RESULT AND DISCUSSION

1. Research Finding

This section presents the findings of the study regarding the translation techniques and the accuracy of English–Indonesian translations found in the common features of the PUBG game. A total of 81 data units were analyzed, consisting of menus, system notifications, commands, and interface labels commonly encountered by players during gameplay. The analysis focuses on two main aspects: the types of translation techniques applied and the level of translation accuracy.

a. Translation Techniques

Based on the analysis of 81 data, a total of 93 translation techniques were identified, indicating that several data employed more than one technique (duplet). The findings reveal that nine types of translation techniques are used in the translation of PUBG features. The most dominant technique is Established Equivalent, which appears in 32 data. This technique uses terms that are widely recognized in the target language. For example, in Datum 01, the term “Start” is translated into “Mulai”, which is a standard and familiar

expression in Indonesian digital contexts. This indicates that the translator prioritizes clarity and user familiarity.

The second most frequently used technique is Borrowing, found in 26 data. This technique retains the original English term without modification. For instance, in **Datum 15**, the word “Event” remains “Event” in Indonesian. This choice reflects the common practice in gaming contexts where English terms are already widely understood by users. Other techniques include Adaptation, found in 12 data, such as in **Datum 61**, where “Rank” is translated into “Peringkat”. This technique adjusts the term to fit the cultural and contextual norms of the target language. Modulation appears in 11 data, for example in **Datum 27**, where “Returner” becomes “Pemain Kembali”, shifting the perspective to produce a more natural expression.

Furthermore, Transposition is identified in 5 data, involving grammatical changes. However, not all applications are effective. In **Datum 22**, “Growth Pack” is translated as “Growing Pack”, which results in a distortion of meaning. Literal Translation is found in 4 data, such as in **Datum 02**, where “Home” is translated into “Rumah”. This technique works well when the meaning in both languages aligns directly. Meanwhile, Discursive Creation appears in 2 data, for example in **Datum 18**, where “Deals” is translated into “Promosi”, causing a slight shift in meaning.

Lastly, Generalization is identified in 1 datum, as seen in **Datum 09**, where “Outfits” is translated into “Pakaian”. Although less specific, the meaning remains understandable within the context.

Table 1. Frequency of Translation Techniques in PUBG Game Features

No	Translation Technique	Frequency	Percentage (%)
1.	Established Equivalent	32	34.41%
2.	Borrowing	26	27.96%
3.	Adaptation	12	12.90%
4.	Modulation	11	11.83%
5.	Transposition	5	5.38%
6.	Literal Translation	4	4.30%
7.	Discursive Creation	2	2.15%
8.	Generalization	1	1.07%
	Total	93	100%

b. Translation Accuracy

The accuracy assessment was conducted on 81 data using Nababan et al.'s (2012) model. The results show that 77 data are categorized as accurate, 3 data as less accurate, and 1 datum as inaccurate.

Data categorized as **accurate** successfully convey the meaning of the source text without distortion. For example, in **Datum 01**, “*Start*” is translated as “*Mulai*”. Both raters agree that this translation is clear, natural, and fully equivalent to the source text. Data categorized as **less accurate** generally convey the intended meaning but contain minor issues. For instance, in **Datum 33**, “*Display*” is translated as “*Pajang*”. Although understandable, this translation is less appropriate in a digital interface context, where “*Tampilan*” would be more suitable. Meanwhile, the only **inaccurate** translation is found in **Datum 22**, where “*Growth Pack*” is translated as “*Growing Pack*”. This translation fails to convey the intended meaning and may confuse users due to incorrect grammatical and semantic interpretation.

Overall, the findings indicate a high level of translation accuracy. The majority of data successfully preserve the meaning of the source text, suggesting that the localization of PUBG features into Indonesian is generally effective. However, a few inaccuracies highlight the need for better contextual consideration in applying translation techniques.

Table 2 Translation Accuracy Results

No	Accuracy Category	Number of Data	Percentage
1	Accurate (3)	77 data	95.06%
2	Less Accurate (2)	3 data	3.70%
3	Inaccurate (1)	1 datum	1.23%
Total		81 data	100%

Table 3 Mean Score of Translation Accuracy

Accuracy Level	Number of Data	(F)	Score (S)	F × S
Accurate	77 data	3		231
Less Accurate	3 data	2		6
Inaccurate	1 datum	1		1
Total	81 data	—		238

$$\text{Mean Score} = 238 \div 81 = 2.93$$

2. Discussion

The findings of this study demonstrate that the translation of PUBG features into Indonesian is largely effective, particularly in terms of technique selection and accuracy. The dominance of **Established Equivalent** in 32 data indicates that translators prioritize clarity and familiarity when dealing with interface elements. This aligns with the functional nature of game features, where users require immediate understanding to interact effectively with the system. For example, in Datum 01 (*Start* → *Mulai*), the use of a commonly accepted equivalent ensures that players can quickly recognize and respond to the command without confusion.

The frequent use of **Borrowing** in 26 data also reflects current practices in digital and gaming contexts. Many English terms, such as those found in Datum 15 (*Event* → *Event*), are already widely recognized by Indonesian players. Retaining these terms helps maintain consistency with global gaming terminology and avoids unnecessary complexity. This supports the idea that translation in game localization does not always require full adaptation, especially when the borrowed terms are already familiar to the target audience.

In addition, the use of **Adaptation** (12 data) and **Modulation** (11 data) shows that translators attempt to adjust meaning to suit the linguistic and cultural context of Indonesian users. For instance, Datum 61 (*Rank* → *Peringkat*) demonstrates how adaptation can make a term more culturally appropriate, while Datum 27 (*Returner* → *Pemain Kembali*) illustrates how modulation improves naturalness by shifting perspective. These techniques contribute to producing translations that are not only accurate but also readable and contextually acceptable.

However, the findings also reveal that certain techniques may lead to problems when applied without careful consideration. The use of **Transposition**, as seen in Datum 22 (*Growth Pack* → *Growing Pack*), results in an inaccurate translation due to grammatical and semantic errors. Similarly, **Discursive Creation**, as in Datum 18 (*Deals* → *Promosi*), may cause slight shifts in meaning. These cases highlight that not all techniques guarantee accuracy; their effectiveness depends on how well they are applied within the specific context.

The accuracy results further support these observations. With 77 data categorized as accurate, the overall translation quality is considered very high. This suggests that most translations successfully preserve the meaning of the source text and function effectively within the game interface. The high mean score (2.93) reinforces the conclusion that PUBG's Indonesian localization is generally reliable and user-friendly.

Nevertheless, the presence of 3 less accurate data and 1 inaccurate datum indicates that minor issues still exist. These inaccuracies are mainly caused by inappropriate word choices or a lack of contextual awareness. For

example, in Datum 33 (*Display* → *Pajang*), the translation is understandable but less suitable for a digital interface. Such cases demonstrate that accuracy is not only about meaning equivalence but also about contextual appropriateness.

Overall, the discussion highlights that effective game localization requires a balance between linguistic accuracy and functional usability. Techniques such as Established Equivalent and Borrowing are particularly suitable for interface translation because they enhance clarity and consistency. However, translators must remain cautious when applying more flexible techniques like transposition or discursive creation, as these may introduce errors if not carefully controlled.

These findings are consistent with previous studies in audiovisual translation, which emphasize the importance of clarity, brevity, and user orientation in digital contexts. In interactive media such as video games, translation is not only about conveying meaning but also about supporting user performance and experience. Therefore, high-quality localization plays a crucial role in ensuring that players can engage with the game effectively and without confusion.

D. CONCLUSION

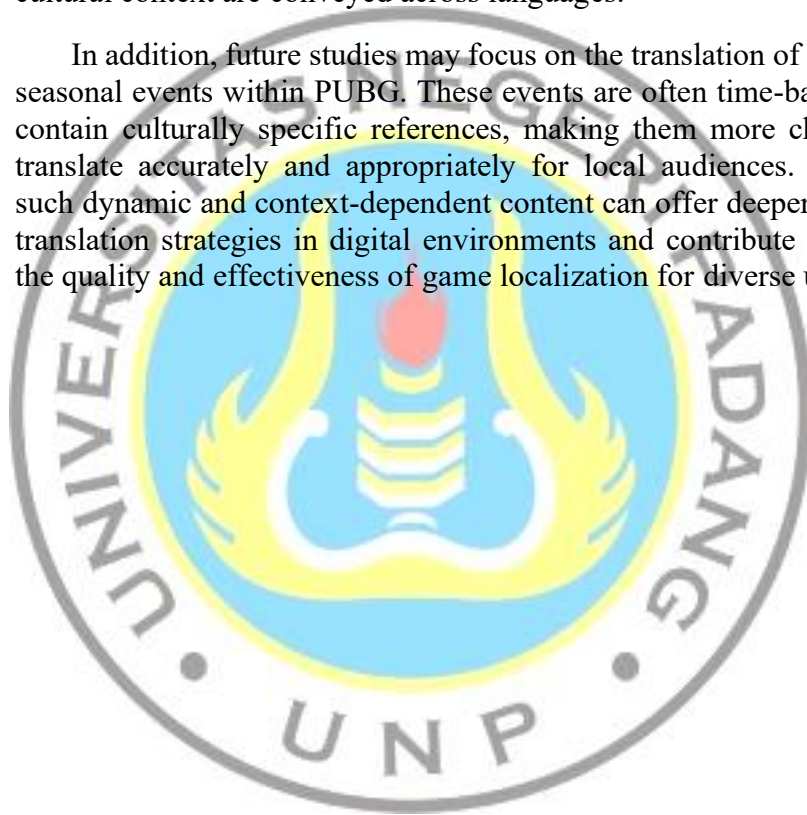
This study aimed to identify the translation techniques used in translating the common features of PUBG from English into Indonesian and to assess the level of translation accuracy based on Molina and Albir (2002) and Nababan et al. (2012). The findings show that eight types of translation techniques were applied, namely Established Equivalent, Borrowing, Adaptation, Modulation, Transposition, Literal Translation, Discursive Creation, and Generalization. From a total of 93 technique occurrences, Established Equivalent (32 data, 34.41%) and Borrowing (26 data, 27.96%) were the most dominant, followed by Adaptation (12 data, 12.90%) and Modulation (11 data, 11.83%). Other techniques such as Transposition (5 data), Literal Translation (4 data), Discursive Creation (2 data), and Generalization (1 datum) appeared less frequently. In addition, 12 data employed duplet techniques, indicating that some translations required a combination of strategies to achieve more accurate and natural results.

In terms of accuracy, the results indicate a very high level of translation quality. Out of 81 data, 77 data (95.06%) were categorized as accurate, 3 data (3.70%) as less accurate, and only 1 datum (1.23%) as inaccurate, with a mean score of 2.93. These findings suggest that the translation of PUBG features into Indonesian is generally successful in preserving meaning, clarity, and functionality. The dominance of Established Equivalent and Borrowing contributes significantly to this high accuracy, as both techniques produce familiar and easily understood terms in the context of game interfaces. However, the presence of less accurate and inaccurate data shows that improper application of certain techniques may still lead to semantic issues. Overall, this study highlights the importance of using

appropriate and context-sensitive translation techniques in ensuring effective game localization.

Based on the results and limitations of this study, several suggestions can be proposed. Future researchers are encouraged to expand the scope of analysis beyond common game features to include other aspects of PUBG that have not been widely explored, such as character dialogues, background narratives, weapon and vehicle names, ranking systems, mission structures, and culturally embedded visual elements. Examining these components would provide a more comprehensive understanding of translation practices in game localization, particularly in terms of how meaning, emotion, and cultural context are conveyed across languages.

In addition, future studies may focus on the translation of terms used in seasonal events within PUBG. These events are often time-based and may contain culturally specific references, making them more challenging to translate accurately and appropriately for local audiences. Investigating such dynamic and context-dependent content can offer deeper insights into translation strategies in digital environments and contribute to improving the quality and effectiveness of game localization for diverse users.



BIBLIOGRAPHY

- Cintas, J. D. (2017). Introduction: Audiovisual translation comes of age.
- Debora Ratulangi, K. (2018). An analysis of phrase-level translation techniques applied on heroes' background in Mobile Legends: Bang Bang. *Lire Journal (Journal of Linguistics and Literature)*, 2(2), 76–82.
- Esqueda, M. D. (2020). Training translators for video game localization: In search of a pedagogical approach. *Revista Brasileira de Linguística Aplicada*, 20(4), 706–731.
- Kurniawan, A. A. (2022). Translation analysis of material culture terms found in video game entitled *Citampi Stories*. *Haluan Sastra Budaya*, 6(1), 1–18.
- Mangiron, C. (2013). Subtitling in game localisation: A descriptive study.
- Molina, L., & Albir, A. H. (2002). Translation techniques revisited: A dynamic and functionalist approach. *Meta*, 47(4), 498–512.
- Nababan, M., Nuraeni, A., & Sumardiono. (2012). Pengembangan model penilaian kualitas terjemahan. *Kajian Linguistik dan Sastra*, 24(1), 39–57.
- Newmark, P. (1988). *A textbook of translation*.
- Nugroho, A. (2017). Video game localization: A case study of the translation of *Bully*. Bunda Mulia University.
- Wibowo, A. P. (2021). The prototype of guidance in translating menu text asset: A study of video game localization. *CrossOver*, 1(1).
- Zhang, X., & Song, H. (2023). The mukokuseki strategy and the application of pivot translation in the localization of Japanese games. *Games and Culture*, 1–18.