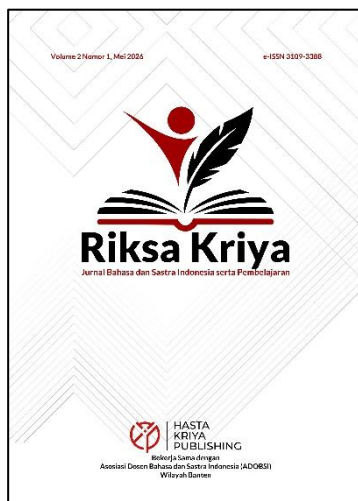




AN ANALYSIS OF THE TRANSLATION QUALITY OF JEWELRY TERMINOLOGY IN DIGITAL MARKETPLACE PRODUCT DESCRIPTIONS

Rayfan Melva¹, Badri²

Universitas Terbuka¹, Universitas Primagraha²
badrikusmana2@gmail.com²

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Korespondensi:

badrikusmana2@gmail.com

ABSTRACT

The rapid growth of digital marketplaces has increased the need for accurate product translation to support cross-linguistic communication. This study aims to analyze the translation quality of jewelry terms in Shopee product descriptions based on three aspects: accuracy, acceptability, and readability. Using a descriptive qualitative approach, the study examined 20 jewelry-related terms collected from bilingual product descriptions and analyzed them using the Translation Quality Assessment model developed by Nababan, Nuraeni, and Sumardiono (2012). The findings indicate that most jewelry terms were translated accurately and acceptably, particularly those with established Indonesian equivalents, such as necklace, ring, and bracelet. However, several specialized terms, including hoop earrings, choker necklace, and cubic zirconia, were retained in their original forms, affecting their acceptability and readability. Overall, the translation quality of jewelry terminology in Shopee product descriptions was found to be satisfactory, although challenges remain in translating technical and industry-specific terms.

ABSTRAK

Pertumbuhan marketplace digital meningkatkan kebutuhan akan penerjemahan deskripsi produk yang akurat untuk mendukung komunikasi lintas bahasa. Penelitian ini bertujuan menganalisis kualitas terjemahan istilah perhiasan pada deskripsi produk di Shopee berdasarkan aspek keakuratan, keberterimaan, dan keterbacaan. Penelitian menggunakan metode deskriptif kualitatif dengan data berupa 20 istilah perhiasan yang diambil dari deskripsi produk dwibahasa. Analisis dilakukan menggunakan model Penilaian Kualitas Terjemahan dari Nababan, Nuraeni, dan Sumardiono (2012). Hasil penelitian menunjukkan bahwa sebagian besar istilah perhiasan diterjemahkan secara akurat dan berterima, terutama istilah yang telah memiliki padanan dalam bahasa Indonesia, seperti necklace, ring, dan bracelet. Namun, beberapa istilah khusus, seperti hoop earrings, choker necklace, dan cubic zirconia, masih dipertahankan dalam bahasa sumber sehingga memengaruhi keberterimaan dan keterbacaan. Secara keseluruhan, kualitas terjemahan istilah perhiasan pada deskripsi produk Shopee tergolong baik, meskipun masih terdapat kendala dalam penerjemahan istilah teknis dan spesifik industri.

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INTRODUCTION

The rapid development of digital technology has significantly transformed global trade patterns. The emergence of digital marketplaces such as Shopee, Tokopedia, Lazada, Amazon, and eBay has enabled cross-border transactions to occur more efficiently and effectively. In this context, language serves as a crucial instrument that connects sellers and buyers from different linguistic backgrounds. One of the most important forms of communication in digital marketplaces is product descriptions. Product descriptions function as a medium for conveying information about a product's characteristics, functions, specifications, and value to potential consumers. The clarity and accuracy of the information presented in product descriptions play a significant role in shaping consumers' perceptions of product quality and influencing their purchasing decisions.

In international digital commerce, the translation of product descriptions has become an unavoidable necessity. Many sellers rely on machine translation systems or professional translation services to reach broader markets. However, the quality of translated texts often faces various challenges, particularly when dealing with specialized terminology that carries specific meanings within particular fields. One domain characterized by highly specialized terminology is jewelry products. Terms such as choker necklace, pendant, cuff bracelet, hoop earrings, gemstone setting, and sterling silver contain information that extends beyond lexical meaning, reflecting cultural, aesthetic, material, and functional aspects of the products. Inaccurate translation of such terms may result in meaning distortion, reduced information quality, and even consumer misunderstanding.

The urgency of investigating the quality of jewelry-term translation has increased alongside the expansion of cross-border e-

commerce. In digital marketplace environments, consumers generally cannot physically examine products before purchase; therefore, purchasing decisions largely depend on the information available in product descriptions. Poorly translated information can reduce consumer trust and generate negative perceptions toward both products and sellers. Studies on translated information quality in e-retailing contexts indicate that translation quality influences consumer information satisfaction and perceptions of purchasing risk in international e-commerce. High-quality translations enhance consumers' understanding of products, whereas poor translations may hinder marketing communication and reduce transaction effectiveness in digital marketplaces.

Within translation studies, translation quality is commonly assessed through three primary dimensions: accuracy, acceptability, and readability. The translation quality assessment model proposed by Nababan, Nuraeni, and Sumardiono (2012) has become one of the most widely applied frameworks in Indonesian translation research. Accuracy refers to the degree of semantic equivalence between the source language and the target language. Acceptability concerns the conformity of translated texts with the linguistic norms of the target language, while readability relates to the ease with which readers can understand the translated text. These three dimensions are interconnected in determining overall translation quality. When jewelry terms are translated inaccurately, not only is semantic equivalence compromised, but the acceptability and readability of the text may also be negatively affected. Furthermore, translation quality evaluation should not be viewed as a static process but rather as a dynamic activity that takes into account text type, communicative purpose, user needs, and the context in which translations are used. Such considera-



tions are particularly relevant in digital marketplace environments where product descriptions serve both informative and commercial functions (O'Brien, 2012).

From a theoretical perspective, terminology translation belongs to the broader field of specialized translation, which requires precise lexical equivalence. According to Newmark (1988), specialized terms often demand particular translation strategies because direct equivalents may not always exist in the target language. In the context of jewelry products, translation challenges become more complex because many terms are closely associated with fashion culture, design traditions, and jewelry industry practices that originate in the source language environment. Consequently, translators must consider semantic, pragmatic, and cultural aspects to ensure that the intended meanings of the terms are accurately conveyed to target consumers.

Furthermore, the translation techniques proposed by Molina and Albir (2002) provide a relevant framework for explaining how specialized terms are rendered into another language. Techniques such as borrowing, adaptation, established equivalence, description, and amplification are frequently employed in terminology translation. The appropriate use of these techniques can help preserve the specific meanings of jewelry terms while enhancing consumer comprehension of product information. Conversely, inappropriate translation techniques may lead to semantic shifts or even the loss of important information embedded in the original terms.

The increasing use of machine translation in digital marketplaces has also attracted considerable attention in contemporary translation studies. Many e-commerce platforms employ automated translation systems to provide instant translations of product descriptions. Although machine translation technology has advanced

significantly, previous studies have demonstrated that machine-generated translations continue to encounter problems related to terminology, context, and semantic equivalence, particularly in texts containing specialized vocabulary. This condition suggests that evaluating translation quality in digital environments remains a relevant and necessary area of investigation, especially for product categories characterized by highly specific terminology such as jewelry.

Several previous studies have examined translation quality in various contexts. Setyowati and Nababan (2020) investigated the quality of speech-act translation in product labels and found that the translation techniques employed significantly affected translation quality. Ghithrif and Nugroho (2024) analyzed the translation quality of culturally loaded product names on bilingual commercial websites and highlighted the importance of selecting appropriate translation techniques to preserve cultural meanings. Cahyaningrum (2021) evaluated machine translation quality on social media platforms and identified numerous issues concerning translation accuracy and acceptability. Similarly, Nasution (2022) revealed that machine translation in website localization often produces texts that are difficult to understand due to limitations in linguistic adaptation. Another study conducted by Harefa et al. (2025) explored the phenomena of loss and gain in translating Nias cultural jewelry terms into English and demonstrated that jewelry terminology requires specific translation strategies to maintain culturally embedded meanings.

Despite these contributions, there remains a limited number of studies specifically addressing the translation quality of jewelry terminology in digital marketplace product descriptions. Most previous research has focused on general aspects of translation quality, translation techniques, machine



translation, or cultural product translation in different contexts. Studies examining jewelry terminology as a specialized linguistic unit within digital marketplace product descriptions remain relatively scarce. This issue is particularly important because digital marketplaces rely heavily on product information as the primary basis for consumer purchasing decisions, making the quality of jewelry-term translation a significant subject of inquiry.

Based on the discussion above, a research gap can be identified in the limited scholarly attention devoted to the translation quality of jewelry terminology in digital marketplace product descriptions, particularly when evaluated through the dimensions of accuracy, acceptability, and readability. Previous studies have largely concentrated on general translation quality or cultural-product translation, whereas the analysis of jewelry terminology within digital commerce environments has not been adequately explored. Therefore, the present study seeks to address this gap by conducting a comprehensive analysis of the translation quality of jewelry terms used in digital marketplace product descriptions.

Based on the background, theoretical framework, and identified research gap, the objective of this study is to analyze the translation quality of jewelry terminology in digital marketplace product descriptions in terms of accuracy, acceptability, and readability, as well as to identify translation problems that emerge during the transfer of jewelry-related terms from the source language into the target language.

RESEARCH METHODOLOGY

This study employed a descriptive qualitative approach. A qualitative approach was chosen because the study focuses on analyzing linguistic phenomena in their natural context and

providing an in-depth description of the data under investigation. Descriptive qualitative research aims to understand and describe phenomena systematically based on data obtained from the field (Sutopo, 2006). Therefore, this approach is considered appropriate for analyzing the translation quality of jewelry terminology in digital marketplace product descriptions.

The object of this study is jewelry-related terminology found in digital marketplace product descriptions. The research data consist of jewelry terms in the source language and their corresponding translations in the target language. These terms include various types of jewelry products, such as necklaces, bracelets, rings, earrings, pendants, gemstones, and other jewelry accessories. The unit of analysis is each jewelry term appearing in product descriptions that has undergone a translation process.

The data sources consist of primary and secondary data. The primary data source comprises jewelry product descriptions obtained from digital marketplace platforms that provide product information in two languages or offer translation features. Meanwhile, the secondary data sources include books, jewelry terminology dictionaries, scholarly journal articles, and previous studies related to translation and translation quality assessment.

Data were collected through documentation and note-taking techniques. The data were selected using purposive sampling based on the following criteria: (1) the product descriptions contain specialized jewelry terminology, (2) the descriptions are available in both the source and target languages, and (3) the data are accessible through digital marketplace platforms. After the data were collected, the jewelry terms and their translations were documented and compiled into a research corpus for further analysis.

The assessment of translation quality in this study was based on the Translation Quality Assessment model developed by Nababan, Nu-



raeni, and Sumardiono (2012). This model evaluates translation quality using three main aspects: accuracy, acceptability, and readability. Accuracy refers to the degree of equivalence between the meaning of the source language and that of the target language. Acceptability concerns the extent to which the translation conforms to the linguistic norms and conventions of the target language. Readability refers to the ease with which readers can understand the translated text. This model is one of the most widely used instruments in translation studies in Indonesia because it provides a comprehensive assessment of translation quality. This assessment model has also been applied in various translation studies and has proven effective in evaluating translation quality from the perspectives of accuracy, acceptability, and readability (Agriani, Nababan, & Djatmika, 2018). The use of translation quality assessment frameworks is essential because translation evaluation serves as a systematic process for measuring the effectiveness, reliability, and adequacy of translated texts, whether assessed through manual or automated approaches (Han, Jones, & Smeaton, 2021).

Data analysis was conducted through several stages, namely data identification, classification of jewelry terms, translation quality assessment, score tabulation, interpretation of findings, and conclusion drawing. The evaluated data were then analyzed descriptively to identify the level of translation quality as well as various translation problems that emerged during the transfer of jewelry terminology from the source language to the target language.

To ensure data validity, this study employed source triangulation by comparing translation results with terminology references, dictionaries, and relevant previous studies. In addition, the use of more than one evaluator was intended to minimize subjectivity in the assessment process and enhance the credibility of the research findings.

RESULTS AND DISCUSSION

Results

This study analyzed the translation quality of 20 jewelry-related terms found in product descriptions on the Shopee marketplace. The data consisted of terms in English as the source language and their corresponding translations in Indonesian as the target language. These terms included product names, jewelry materials, gemstones, as well as jewelry designs and styles commonly used in digital commerce.

1. Classification of Jewelry Terms

Based on the identification process, the collected terms were classified into four main categories: jewelry types, jewelry materials, gemstones, and jewelry designs/styles.

Table 1. Classification of Jewelry Terms Found on Shopee

No.	Source Language Term	Target Language Translation	Category
1	Sterling Silver	Perak Sterling	Material
2	Necklace	Kalung	Jewelry Type
3	Pendant	Liontin	Jewelry Type
4	Ring	Cincin	Jewelry Type
5	Earrings	Anting	Jewelry Type
6	Hoop Earrings	Anting Hoop	Design
7	Jewelry Set	Set Perhiasan	Product
8	Cubic Zirconia	Cubic Zirconia	Gemstone
9	Moissanite	Moissanite	Gemstone
10	Gold Plated	Berlapis Emas	Material
11	Stainless Steel	Baja Tahan Karat	Material
12	Chain Ring	Cincin Rantai	Design
13	Teardrop Earrings	Anting Tetes Air	Design
14	Bracelet	Gelang	Jewelry Type
15	Diamond Necklace	Kalung Berlian	Jewelry Type
16	Princess Earrings	Anting Princess	Design
17	Wedding Ring	Cincin Pernikahan	Jewelry Type



18	Choker Neck- lace	Kalung Choker	Design
19	Jewelry Acces- sories	Aksesori Perhiasan	Product
20	Lab Diamond	Berlian Labora- torium	Gemstone

The classification indicates that most of the identified terms belong to the categories of jewelry types and jewelry designs. This finding suggests that product descriptions on digital marketplaces not only identify the product itself but also emphasize design characteristics and aesthetic features as part of marketing strategies.

2. Accuracy Analysis

The analysis revealed that most of the terms demonstrated a high level of accuracy because the meanings of the source-language terms were successfully transferred into the target language. Examples include *necklace* translated as *kalung*, *ring* as *cincin*, *bracelet* as *gelang*, and *diamond necklace* as *kalung berlian*. These translations show a clear semantic equivalence, allowing product information to be effectively conveyed to consumers.

In addition, material-related terms such as *gold plated* translated as *berlapis emas* and *stainless steel* translated as *baja tahan karat* also demonstrated a high degree of accuracy because they successfully conveyed the material characteristics of the products.

However, several terms exhibited potential accuracy issues. For example, *teardrop earrings* was translated as *anting tetes air*. Although this translation is lexically correct, within the jewelry industry the term refers specifically to earrings shaped like a teardrop. Consequently, part of the design-related meaning may not be fully conveyed.

A similar case was found in the translation of *hoop earrings* as *anting hoop*. The retention of the word *hoop* in English indicates the use of borrowing as a translation strategy.

While this strategy preserves the product's identity, it may reduce comprehensibility for consumers who are unfamiliar with fashion terminology.

3. Acceptability Analysis

From the perspective of acceptability, most of the analyzed terms conform to Indonesian linguistic norms and sound natural to Indonesian readers. Terms such as *kalung* (necklace), *cincin* (ring), *gelang* (bracelet), *liontin* (pendant), *set perhiasan* (jewelry set), and *aksesori perhiasan* (jewelry accessories) are commonly used in Indonesian and do not create comprehension difficulties.

Nevertheless, some terms still retain elements of the source language, such as *kalung choker*, *anting hoop*, and *anting princess*. Although these terms are relatively familiar among fashion consumers and industry practitioners, their usage indicates that full linguistic adaptation into Indonesian has not yet occurred.

This phenomenon reflects the influence of globalization in the fashion and jewelry industries. Many terms are retained in their original form because they are perceived as having higher commercial value or greater recognition among consumers than their local equivalents.

4. Readability Analysis

Regarding readability, most of the terms exhibited a high level of readability. Expressions such as *kalung berlian* (diamond necklace), *cincin pernikahan* (wedding ring), *berlapis emas* (gold plated), and *baja tahan karat* (stainless steel) can be easily understood without requiring specialized knowledge.

In contrast, several terms demonstrated lower readability because they retained their original English forms. Examples include *cubic zirconia*, *moissanite*, and *choker*. Readers without prior knowledge of jewelry terminology



may encounter difficulties in understanding these terms.

Nevertheless, the presence of foreign terminology in product descriptions is not always detrimental. In some cases, these terms are intentionally retained to emphasize product quality, authenticity, or characteristics that do not have widely recognized equivalents in Indonesian.

Discussion

The findings indicate that the translation of jewelry terminology in Shopee product descriptions generally succeeds in preserving the meanings of source-language terms in the target language. This result supports the translation quality framework proposed by Nababan, Nuraeni, and Sumardiono (2012), which argues that a high-quality translation should fulfill the criteria of accuracy, acceptability, and readability simultaneously.

A relatively high degree of accuracy was found primarily in terms that already have established equivalents in Indonesian, such as *ring*, *bracelet*, *necklace*, and *pendant*. This finding suggests that jewelry terms that have long been familiar to Indonesian speakers tend to be easier to translate because their equivalents are already well established in everyday language use.

In contrast, terms related to jewelry designs and fashion trends exhibit greater translation complexity. Expressions such as *hoop earrings*, *choker necklace*, and *princess earrings* demonstrate a tendency toward the use of the borrowing technique. According to Molina and Albir (2002), borrowing is employed when no precise equivalent exists in the target language or when translators seek to preserve the cultural and commercial identity of a term. The findings of this study indicate that borrowing is one of the dominant techniques used in the translation of jewelry terminology in digital marketplaces.

These findings are also consistent with Newmark's (1988) argument that specialized terminology often poses translation challenges because it is closely connected to specific cultural and social practices. Within the jewelry industry, many terms originate from global fashion trends that predominantly use English as their primary language. Consequently, numerous terms are retained in their original form even when translated into Indonesian.

Furthermore, the results show that material-related terms generally exhibit higher translation quality than design-related terms. Expressions such as *gold plated* and *stainless steel* have relatively clear equivalents in Indonesian and therefore create little ambiguity. In contrast, design-related terms frequently contain aesthetic and cultural elements that are more difficult to transfer accurately into the target language.

The findings support the study conducted by Ghithrif and Nugroho (2024), which highlighted the importance of considering terminology and cultural context in the translation of commercial product terms. The present study also reinforces the findings of Cahyaningrum (2021), who reported that translation in digital environments continues to face challenges when dealing with specialized terminology and technical vocabulary.

Overall, the findings demonstrate that the translation quality of jewelry terminology in Shopee product descriptions can be considered satisfactory, particularly for terms that already possess established Indonesian equivalents. However, terms associated with jewelry designs, fashion trends, and certain gemstones continue to present translation challenges because they are frequently translated through borrowing or retained in their original English forms. Therefore, greater attention should be given to the translation of specialized terminology to ensure that product information



can be communicated more accurately and effectively to Indonesian consumers.

CONCLUSION

This study examined the translation quality of jewelry terminology in digital marketplace product descriptions by focusing on the aspects of accuracy, acceptability, and readability. The findings indicate that, in general, the translation of jewelry-related terms from English into Indonesian demonstrates a satisfactory level of quality. Most terms, particularly those referring to common jewelry products and materials, such as *necklace*, *ring*, *bracelet*, *gold plated*, and *stainless steel*, were translated accurately and appropriately, allowing product information to be conveyed effectively to Indonesian consumers. These findings suggest that established equivalents in the target language contribute significantly to the production of high-quality translations.

However, the study also revealed several challenges in translating terms related to jewelry designs, fashion trends, and specialized gemstones. Terms such as *hoop earrings*, *choker necklace*, *princess earrings*, *cubic zirconia*, and *moissanite* frequently retained elements of the source language through borrowing techniques. While this strategy helps preserve the commercial and terminological identity of the products, it may reduce the acceptability and readability of the translations for consumers who are unfamiliar with specialized jewelry terminology. Consequently, the translation quality of these terms tends to vary depending on the level of consumer familiarity with the source-language expressions.

The findings further demonstrate that translation quality in digital marketplace environments is influenced not only by linguistic equivalence but also by cultural, commercial, and industry-specific considerations. As digital marketplaces increasingly serve international audiences, translators and platform providers

should pay greater attention to the translation of specialized terminology in order to ensure that product information remains accurate, acceptable, and easily understood by target consumers.

Based on these findings, it is recommended that digital marketplace platforms improve the translation of specialized product terminology by combining automated translation technologies with human review, particularly for technical and industry-specific terms. Future studies are encouraged to analyze larger datasets from multiple marketplace platforms and investigate the translation techniques employed in greater detail. Such studies may provide a broader understanding of translation quality in e-commerce contexts and contribute to the development of more effective strategies for translating specialized terminology in digital environments.

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