

## ABSTRACT

The demands for a globalized and digitalized society have been impacting global companies to provide their products and services across various markets through the process of GILT (Globalization, Internationalization, Localization, Translation). Spotify is among the successful companies that have succeeded in localizing its products to the Indonesian market. This study is aimed to analyze the aspects of Spotify website localization to Indonesian. Through a qualitative approach and case study method, this study focused on verbal and nonverbal elements in Premium, Support, Download, and Legal webpages. The findings of this study revealed several important aspects, namely technical aspect, content aspect, and linguistic aspect, in the localization of the Spotify website to Indonesian. In terms of technical aspects, the HTML codes for the layout and overall functionality of the Indonesian version of the Spotify website closely followed the source website, with minor hyperlink modifications to redirect to specific pages for the Indonesian market. The content aspect retained design consistency while making adjustments to images and texts based on user preferences. Finally, the linguistic aspects employed all pragmatic, semantic, and stylistic dimensions, with a dominance of the semantic dimension. Additionally, price localization, payment method adjustment, copywriting strategy, the use of loanwords, TL equivalent words, and naturalized words were also identified. This study concluded a close resemblance of the Indonesian Spotify website to the source website, which appears to have resulted from the internationalization process. This study provides valuable insights into Spotify's successful website localization practices for global companies aiming to expand into the Indonesian market, and it offers a reference for future research in the field of website localization.

**Keywords:** website localization, translation, GILT