

THE IMPACTS OF DIEGETIC STRATEGIES ON THE LOCALIZATION QUALITY OF GENSHIN IMPACTS' ACHIEVEMENT FEATURES

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Abstract

The aim of this thesis is to find out how the strategy of achievement on *Genshin Impact* term is translated from English into Indonesian in video game. This research uses qualitative method to explore the objectives of the research. The researcher collected data through several steps which aims are: to find the translation strategy contained in the video game, to classify and analyze the types of translation strategy from Achievements on *Genshin Impact* based on Purnomo translation strategy in video games theory, then determine the most dominant type of translation strategy and describe the translation strategy of *Genshin Impact* and finally concluded the result. The results of this research showed that Purnomo's (2019) proposed strategies for translating video games are used, 149 data were found, classified into the following categories: 2 Abbreviation, 13 Condensation, 13 Omission, 8 Symbolization, 88 Retention, and 25 Mediation. Therefore, the dominant data is Retention, which means that Retention is used to preserve source language words or terms that are considered and accepted conventionally by gamers and become fatal if translated. Based on the analysis, the localization quality assessment reveals that Achievements in *Genshin Impact* localization achieve a "Good" rating, with an average score of 2.8.

INTRODUCTION

Video game localization (VGL) began when the computer and software industry emerged and globalization began to spread throughout the world in the 1980s. Nowadays, there are many video games that we can find on cellphones, consoles, and computers. Now many video games use the internet to play and are worldwide such as *Dota*, *Counter-Strike Global Offensive*, *Genshin Impact*, *Mobile Legends*, *Elden Ring*, *Tower of Fantasy* and many more. Translation alone was not sufficient for the software which was developed and produced in one country to be adapted in a foreign market (O'Hagan, 2007, p.2). Thus, localization of video games is needed to market a product abroad. If a video game developer wants to expand the market overseas, then localization in the video game must be applied so that the translation in video games can be in accordance with the language and legal culture in the target marketplace.



While video game localization (VGL) is similar to other types of translation, it has distinct characteristics. For instance, while both involve the adaptation of video games to various cultures, VGL is distinct from other forms of translation. It involves the adaptation of video games to varying cultures. While it is similar to other forms of translation, such as film and literary translation, there are some key differences that distinguish it. Besides translating text, video game localization also involves the adaptation of various visual and audio elements, such as the voice acting and subtitles. This process can be carried out in order to ensure that the game is appropriate for the target audience's cultural preferences. In addition to this, the developers also need to make sure that the game's gameplay and mechanics are designed to meet the target audience's expectations. One of the most important factors that a localizer must consider when it comes to making a video game localization is their knowledge of the target audience. They should be able to adapt jokes and cultural references in order to make them more relevant and funnier. They should also be aware of taboo or sensitive topics that may be handled differently in other cultures.

Overall, video game localization is a highly specialized type of translation that requires a unique set of skills and expertise. Successful localization involves not only translating text but also adapting all aspects of the game to suit the target audience's culture and preferences. One of the most major distinguishable aspect of video game localization is the existence of spatial constraints. That video game localization is limited by character number, company policies, cultural and legal issues, and mechanical issues (Mangiron & O'Hagan, 2006; Bernal-Merino, 2009). In order to solve this problem, Diegetic and Non-Diegetic strategies are utilized.

To determine what translation strategy was used by the translator of *Genshin Impact* video game, this research relied on diegetic and non-diegetic data as the basis of analysis and solving the problem appears. *Genshin Impact* is still very popular, including in Indonesian. This game has an Indonesian translation feature, making it easier for people to play it and follow the story of the game. Therefore, this research is needed to find out whether the quality of Indonesian translation in Achievements at *Genshin Impact* is good or not. Since the game is played by various groups of people, a good and correct translation is needed to avoid misinterpretation in playing. A video game consists of variety of elements of different kinds, also known as assets (Chandler, 2005). There are many assets that need to be translated in a video game and the ways to translate these assets are different. Four kinds of assets were available, namely in-game text, art assets, audio and cinematic assets, and printed materials (Magiron & O'Hagan, 2013). A written form such as dialog, tutorials, menu, etc. is in-game

text. Graphics and images are art assets. All those things with audio and voiceover that need to be interpreted, such as songs and the script, are audio and cinematic assets (Mangiron and O'Hagan, 2013). Printed content is printed text that is commonly used in video game DVD packaging in video game translation (Bartoll, 2008). There are three assets in *Genshin Impact*, namely in-game text, art assets, audio and cinematic assets. These assets are going to be discussed further in this research.

This video games translation strategy research is conducted through library research, and the data in this research is *Genshin Impact* video games translated from the English language into the Indonesian language. The research aims to explore the translator's usage of strategy or approach in the translation of *Genshin Impact* video game and to minimize the loss of experience or falls because of misuse strategy in translating the video game. Therefore, the first question to answer here is what spatialization based translation strategies are applied in the translation of Achievement terms in *Genshin Impact* and second question is how the quality of achievement terms translation is found from *Genshin Impact*. The writer uses some research as the inspiration for this research. All researchers use the same topic which is translation strategy in video game. However, each video game analyzed has a different title or genre so that the results are not much different but varied, and remain in the same approach.

The first, the thesis research entitled *Localization Quality Assessment for Video Game Subtitle Entitled "Sastrasuki"* by Aya Nova Annisa (2019), The State Islamic Institute of Surakarta. This thesis discusses on analyzing the diegetic strategies used in video game subtitling and localization quality in video game of Sastrasuki. The similarity Aya's thesis and this research is the subject is video game localization. Then the differences are the video game itself. This research focus to analyze localization quality and translation strategies in the achievement video game, but Aya's thesis focus to analyze localization quality and diegetic strategies in video game subtitle.

Second, the thesis research entitled *The Strategy of Video Games Contents Translation in 'Grand Chase-M' Game* by Nurrahman Hakim Suryawan (2018), Syarif Hidayatullah State Islamic University Jakarta. This thesis discusses translation strategies used by the translator, preserve the expectation of video game player in video game translation, and count how many contents of one video game can be translated by the translator in video game of *Grand Chase-M* that released on July 30, 2015. The similarity Nurrahman's thesis and this research is the object is video games. Then the differences are the video game itself. This research focus to analyze localization quality and translation strategies in the achievement video

game, but Nurrahman's thesis focus to analyze preserve the expectation, count how many contents, and translation strategies in video game translation.

Third, the thesis research entitled *Video game Translation: An Analysis of Translation Techniques and Quality of Agricultural Technical Terms in Video Game Entitled Harverst Moon Back to Nature* by Sudrajat Satria Jaya (2019), Sebelas Maret University. This thesis discusses analysis of translation technique and quality of the agricultural terms in video game entitled *Harvest Moon Back to Nature*. The similarity Sudrajat's thesis and this research is the subject is video game localization. Then the differences are the video game itself. This research focuses on analysing localization quality and translation strategies in the achievement video game, but Sudrajat's thesis focus to analyze localization quality and translation strategies in the agricultural terms in video game.

LITERATURE REVIEW

Video Game Localization

Mangiron and O'Hagan (2006) state that video game localization is a combination of language and translation and software engineering. Video game localization refers to the process of adapting a video game for different regions and languages to make it accessible and culturally relevant to players around the world. It involves translating various elements of the game, including text, dialogue, graphics, user interface, and audio, while also considering cultural differences and regional preferences.

Video game localization can mean the process of producing video game content for a target region, and adapting the linguistics well so that it doesn't detract from the aesthetic sense of language in the video game and looks like a video game made for that region. The localizers of Role-Playing Game (RPG) *Genshin Impact*, for instance, localize the onomastics elements of all equipment, item, weapon, and skill game assets (Hevia, 2006).

The goal of video game localization is to provide players with an immersive and engaging experience that feels natural and authentic in their native language and culture (O'Hagan, 2009). It goes beyond mere translation and involves adapting the game to fit the target market's linguistic, cultural, and technical requirements. Localization also extends to other aspects of the game, such as adjusting gameplay difficulty, censoring or modifying content that may be deemed offensive or inappropriate in certain regions, and complying with regional regulations and guidelines. The goal is to create a seamless and enjoyable experience for players worldwide, regardless of their language or cultural background.

Spatialization Strategies

Spatialization strategies refer to strategies applied in regards to restrictive in spaces or character number usage, the challenges of VGT for the translators to convey messages in VGT (Mangiron & O'Hagan, 2013).

The findings indicate similar patterns in the form of strategies to solve spatial problems namely diegetic and nondiegetic strategies. Diegetic strategies focus on how the translators apply various textual strategies to keep the character numbers remain the same as the source or fewer. There are seven types of diegetic strategies namely abbreviation, condensation, omission, symbolization, retention, mediation, and violation. On the other hand, nondiegetic strategies are strategies which focus on the implementation of graphics exploitation in fitting the character numbers. Five nondiegetic strategies are formulated. They are iconizing, typefacing, lettering, ballooning, and windowing (Purnomo, 2019).

The researcher used the Diegetic strategies by Purnomo (2019) for translation strategies. There are seven types of diegetic strategies:

1. **Abbreviation.**

Abbreviation is the strategy to abbreviate words by adjusting message compatibility to the dialog box where a message or text appear.

2. **Condensation**

Condensation is the strategy to condense the meaning either by taking the essence of the meaning or prioritizing a particular meaning over the other meaning.

3. **Omission.**

Omission is the strategy to omit or cut some words or parts of the text source language in terms of semantics and syntax.

4. **Symbolization.**

Symbolization is the strategy to conversion of words into symbols or signs.

5. **Retention.**

Retention is the strategy to preserve source language words or terms that are considered and accepted conventionally by gamers and become fatal if translated.

6. **Mediation.**

Mediation is the strategy to use synonymous expressions of the intended expressions with similar or fewer character number as the primary consideration.

7. Violation.

Violation is the strategy to break the rules or standard of grammar and punctuation. It can be called a translation technique because it can save space especially in subtitling translation. Violation is used to adjust the timing of the text and the length it is presented on the screen.

Localization Quality Assessment

According to Purnomo (2018) in his article entitled *Assessment Model of Video Game Localization Quality Based on Ludification*, states that ludification is formed by narrative-mechanical structure and diegetic symbiosis. Three elements used in ludification, they are narrative-mechanical structure, diegetic symbiosis, and localization level.

1. Narrative-Mechanical Structure

This element is about transferring the message with influence ideology in the video game. The message such as instruction, a clue of what the next step or about the story. The ideology divides into metamorphosis (explicit) and anamorphosis (implicit).

Table 1.

Narrative-Mechanical Structure

Narrative-Mechanical Structure	Mechanical Structure	Narrative Structure
Univocal	Metamorphosis	Metamorphosis
Cryptic	Metamorphosis	Anamorphosis
Enigmatic	Anamorphosis	Metamorphosis
Equivocal	Anamorphosis	Anamorphosis

Univocal is a combination structure between the mechanical structure of metamorphosis and the narrative structure of metamorphosis. The story of univocal is about explication so that the game does not have a hidden clue that should be solved so that the player can be finished well. This narrative-mechanical structure can be found in-game explanative like the tutorial game, description game, and configuration assets. These assets on this structure usually consist of accessories, equipment, and weapons assets.

Cryptic is a combination structure between the mechanical structure of metamorphosis and the narrative structure of anamorphosis. This structure is an implicit narrative information. This kind of structure tends to be found in movements in martial arts, skills, abilities, magic, and more than like aesthetic linearity of the story become a reference. This structure can be found in a RPG (role-playing game), action

game, fighting game, hack and slash, and any genre that emphasizes story-spiced battles.

Enigmatic is a combination structure between the mechanical structure of anamorphosis and the narrative structure of metamorphosis. This kind of structure tends to be the construction of assets for pre-battle dialogue, post-battle dialogue, battle dialogue, non-cutscene dialogue, cutscene dialogue, puzzle solving, and other assets that emphasize the immersion of the mechanics of playing in a narrative.

Equivocal is a combination structure between the mechanical structure of anamorphosis and the narrative structure of anamorphosis. This structure assumes that explicit information was unnecessary because already know the function of the assets. This kind of structure is found in background music (BGM) assets, theme songs, opening cinematic, and ending cinematic.

2. Diegetic Symbiosis

In video games, there is a relationship between text and visuals in terms of player interaction with their presence. Emphasis on one of them or a combination of both has certain considerations in its presentation and has a different contribution in terms of its gameplay. This divides into Mnemonic and Hegemonic.

Table 2.

Diegetic Symbiosis

Diegetic Symbiosis	Explanation
Mnemonic	The text and visuals are complementary to each other to the player in the process of playing the game.
Hegemonic (textual)	Text become a preference in understanding the player in the process of playing the game.
Hegemonic (visual)	Visuals become a preference in understanding the player in the process of playing game.

3. Localization Level

Localization Level is the final element in the construction of a ludification-based localization quality assessment. There are three levels of localization of video games that are full localization, partial localization, and nir localization. Full localization prefers in a game that has full localize in text, visuals, and voice. Partial localization prefers only on textual. Nir localization is a game adaptation that the same as original game. This in scoring of the localization quality assessment based on ludification as

follows in table 3.

Table 3.

Scoring of the localization quality assessment based on ludification

Ludification Element	Shift	Score	Classification
Narrative-Mechanical Structure	Uni-Uni	3	Good
	Uni-Cry	2	Average
	Uni-Eni	2	Average
	Uni-Equ	1	Poor
	Cry-Uni	2	Average
	Cry-Cry	3	Good
	Cry-Eni	2	Average
	Cry-Equ	2	Average
	Eni-Uni	2	Average
	Eni-Cry	2	Average
	Eni-Eni	3	Good
	Eni-Equ	2	Average
	Equ-Uni	1	Poor
	Equ-Cry	2	Average
	Equ-Eni	2	Average
Equ-Equ	3	Good	
Diegetic Symbiosis	Mne-Mne	3	Good
	Mne-Heg	1	Average
	Heg-Heg	3	Good
	Heg-Mne	1	Average
Localization Level	Full	3	Good
	Partial	2	Average
	Nir	1	Poor

RESEARCH METHOD

In this research, the researcher employs a descriptive and contextual qualitative research design to achieve the goal of the research. The major goal of the research is to analyze the strategies of translation of Achievement in *Genshin Impact* video game. This research used qualitative method because the format data is textual. Qualitative research is a type of research methodology that focuses on exploring and understanding the subjective experiences, attitudes, beliefs, and behaviors of individuals or groups of people. Unlike quantitative research, which emphasizes the use of numerical data, qualitative research uses non-numerical data such as text, images, audio, and video to gain insight into the complexity and richness of human experience (Bruce L. Berg and Howard Lune, 2012). In this research, the data sources are taken from *Genshin Impact* video game in version 3.6 with laptop as platform. *Genshin Impact* is one of the video games from the company Hoyoverse. This video game was released on September 28th, 2020. In this research, the researcher analyzes the strategies of translation

of achievements in *Genshin Impact* that released on version 1.0 until version 1.6.

FINDINGS AND DISCUSSION

In this chapter, the researcher presents the analysis of the data. The researcher divides the chapter into two parts. The first part of this chapter is research finding and the second part is the discussion of the data. The research findings discuss the strategy used by the translator in achievement of the translation strategy and localization quality assessment in *Genshin Impact* video game.

Translation Strategies

Translation Strategies is the techniques used by the translator to tender the message of the source language into the target language as well as possible. In this part, the researcher presents the data findings of this research related to being a strategy used by the translator in translation achievements in *Genshin Impact* video game.

In this research, the researcher used the theory proposed by Purnomo (2019) to analyze the translation strategy of achievements. Purnomo divided the strategy into seven kinds. Those strategies are Abbreviation, Condensation, Omission, Symbolization, Retention, Mediation, Violation. In this case, the researcher only found six strategies used by the translator in translation achievements.

Table 4.
Componential Table on Translation Strategies

Achievements	Translation Strategies						
	Abb	Con	Omi	Sym	Ret	Med	Vio
Mortal Travails: Series I	-	-	1	-	2	4	-
Mortal Travails: Series II	-	-	1	1	1	-	-
The Hero's Journey	-	1	1	6	3	3	-
Mondstadt: The City of Wind and Song	-	-	-	-	9	3	-
Liyue: The Harbor of Stone and Contracts	-	-	1	-	9	3	-
Elemental Specialist	-	1	1	-	5	3	-
Marksmanship	-	1	2	-	-	-	-
Challenger: Series I	-	-	1	-	6	-	-
Challenger: Series II	-	3	2	1	9	1	-
Domains and Spiral Abyss: Series I	1	1	-	-	6	-	-

Olah!: Series I	-	-	-	-	4	-	-
Snezhnaya Does Not Believe in Tears: Series I	-	-	-	-	2	1	-
Stone Harbor's Nostalgia: Series I	-	-	2	-	2	1	-
Meeting in Outrealm: Series I	-	2	1	-	12	1	-
Meeting in Outrealm: Series II	-	-	-	-	5	-	-
Visitors on the Icy Mountain	-	1	-	-	7	-	-
A Realm Beyond: Series I	1	2	-	-	5	3	-
A Realm Beyond: Series II	-	1	-	-	1	2	-

From 149 data, the researcher found 2 data (1.34%) belong to Abbreviation, 13 data (8.72%) belong to Condensation, 13 data (8.72%) belong to Omission, 8 data (5.37%) belong to Symbolization, 88 data (59.06%) belong to Retention, and 25 data (16.78%) belong to Mediation. Below is the discussion of each strategy:

1. Abbreviation

Tabel 5.

Abbreviation strategy 1

Source Language	Target Language
Clear Floor 12 of the Spiral Abyss	Selesaikan Spiral Abyss Lt. 12

The datum above is presented on achievement group Domains and Spiral Abyss: Series I. This narrative instructs the player to clear all floors of the Spiral Abyss which are held once every half month. After the player completes this achievement, the player will get 20 primogems. The sentence above is classified as Abbreviation, because the translator translated the word "Floor" into "Lt.". The use of the abbreviation strategy here does not damage violate anything since the abbreviation word "Lt." from "Lantai" is commonly used target language speakers.

Table 6.

Abbreviation strategy 2

Source Language	Target Language
Reach Trust Rank 10 with the teapot spirit	Capai Tingkat Kepercayaan Lv. 10 dengan Roh Penghuni Poci

The datum above is presented on achievement group A Realm Beyond: Series I. This narrative instructs the player to upgrade the teapot spirit until level 10. After the player

completes this achievement, the player will get 20 primogems.

The sentence above is classified as Abbreviation, because the translator translated the word “Rank” into “Lv.”. The use of the abbreviation strategy here does not damage violate anything since the abbreviation word “Lv.” from “Level” is commonly used target language speakers.

2. Condensation

Table 7.

Condensation strategy 1

Source Language	Target Language
Re-Armed, Re-Forged	Ribuan Tempaan

The data number above is presented on achievement group The Hero’s Journey. This achievement can be obtained when the player does ascend a weapon to Phase 6. After the player completes this achievement, the player will get 20 primogems.

The sentence above is classified as Condensation, because sentence “Re-Armed, Re-Forged” literally translated *Dipersenjatai Kembali, Ditempa Ulang*, but the translation is really different from the target language become “Ribuan Tempaan”. Therefore, it is Condensation because the translator translated the source language does not match the literal meaning and the translator used puns to adapt to the target language, but the meaning of the source language still remains.

Table 8.

Condensation strategy 2

Source Language	Target Language
Season’s Greetings	Seputih Salju

The data number above is presented on achievement group Elemental Specialist. This achievement can be obtained when the player freezes 4 opponents within 2 seconds. After the player completes this achievement, the player will get 20 primogems.

The sentence above is classified as Condensation, because sentence “Season’s Greetings” literally translated *Salam Musim*, but the translation is really different from the target language become “Seputih Salju”. Therefore, it is Condensation because the translator translated the source language does not match the literal meaning and the translator used puns to adapt to the target language, but the meaning of the source language still remains.

3. Omission

Table 9.

Omission strategy 1

Source Language	Target Language
The Wind and The Star Traveler	Angin dan Sang Pengembara

The data number above is presented on achievement group Mortal Travails: Series I. This achievement can be obtained when the player does blow seeds off a Dandelion using Anemo. After the player completes this achievement, the player will get 5 primogems. The sentence above is classified as Omission, because sentence “The Wind and The Star Traveler” literally translated *Angin dan Sang Pengembara Bintang*, but the translation is a bit different from the target language become “Angin dan Sang Pengembara”. Therefore, it is Omission because the translator cut word “Star”, but the meaning of the source language still remains.

Table 10

Omission strategy 2

Source Language	Target Language
Ascend a character to Phase 6 for the first time	Ascend 1 Karakter ke Tahap ke-6

The data number above is presented on achievement group The Hero’s Journey. This narrative instructs the player to ascend a character to phase 6. After the player completes this achievement, the player will get 20 primogems. The sentence above is classified as Omission, because sentence “Ascend a character to Phase 6 for the first time” literally translated *naikkan karakter ke tahap ke-6 untuk pertama kali*, but the translation is a bit different from the target language become “Ascend 1 Karakter ke Tahap ke-6”. Therefore, it is Omission because the translator cut word “first time”, but the meaning of the source language still remains.

4. Symbolization

Table 11

Symbolization strategy 1

Source Language	Target Language
Obtain a 4-star artifact	Dapatkan sebuah Artefak 4 ★

The data number above is presented on achievement group The Hero’s Journey. This narrative instructs the player to get the 4-star artifact from explore or domains. After the player completes this achievement, the player will get 5 primogems. The sentence above is classified

as Symbolization, because the translator changes the word “star” into symbol “★” which literality translated “bintang”. The use of the symbolization strategy here does not damage violate anything since the symbol “★” is commonly used target language speakers.

Table 12

Symbolization strategy 2

Source Language	Target Language
Hit an opponent with a Plunging Attack after plunging for more than 5 seconds	Serang 1 musuh dengan Plungin Attack setelah terjatuh lebih dari 5 detik

The data number above is presented on achievement group Challenger: Series I. This narrative instructs the player to hit an enemy with a Plunging Attack after plunging for more than 5 seconds. After the player completes this achievement, the player will get 5 primogems. The sentence above is classified as Symbolization, because the translator changes the word “an” into symbol “1” which literality translated “seorang”. The use of the symbolization strategy here does not damage violate anything since the symbol “1” is commonly used target language speakers.

5. Retention

Table 13

Retention strategy 1

Source Language	Target Language
Obtain the power of Geo	Dapatkan kekuatan Geo

The data number above is presented on achievement group Mortal Travails: Series I. This narrative instructs the player to get element Geo for main character by visit the Statues of The Seven in Liyue. After the player completes this achievement, the player will get 5 primogems. The sentence above is classified as Retention, because sentence “Geo” literally translated *geografis*, but the translator did not translate into the target language. Therefore, it is classified as Retention because it keeps the word from the source language. Word “Geo” if translated, the player themselves will find it difficult to understand instead.

Table 14

Retention strategy 2

Source Language	Target Language
Ascend a character to Phase 6 for the first time	Ascend 1 Karakter ke Tahap ke-6

The data number above is presented on achievement group The Hero’s Journey. This narrative instructs the player to ascend a character to phase 6. After the player completes this

achievement, the player will get 20 primogems. The sentence above is classified as Retention, because sentence “Ascend” literally translated *naikkan*, but the translator did not translate into the target language. Therefore, it is classified as Retention because it keeps the word from the source language. The translator maintains word "Ascend" into target language because the term “tingkatkan” in *Genshin Impact* uses word "ascend" and the player is very familiar with the word "Ascend". So that the word does not need to be translated because it will be able to reduce the aesthetic value of the game language.

6. Mediation

Table 15

Mediation strategy 1

Source Language	Target Language
The Voice of Flowing Water	Suara Air Mengalir

The data number above is presented on achievement group Mortal Travails: Series I. This achievement can be obtained when the player collected the entire “Heart of Clear Springs” series. After the player completes this achievement, the player will get 5 primogems.

The sentence above is classified as Mediation because it translated completely the same from “The Voice of Flowing Water” into “Suara Air Mengalir”, the translator translated the source language into a common the target language without changing the meaning from the source language into the target language.

Table 16

Mediation strategy 2

Source Language	Target Language
Brush a Thousand Winds	Tiupan Seribu Angin

The data number above is presented on achievement group Mondstadt: The City of Wind and Song. This achievement can be obtained when the player unlocked all Teleport Waypoints in Mondstadt. After the player completes this achievement, the player will get 5 primogems.

The sentence above is classified as Mediation because it translated completely the same from “Brush a Thousand Winds” into “Tiupan Seribu Angin”, the translator translated the source language into a common the target language without changing the meaning from the source language into the target language.

Localization Quality Assessment

Localization Quality Assessment is the technique used by the translator for making easy to understand the message of the source language into the target language as well as possible. In this part, the researcher presents the data findings of this research related to the narrative-mechanical structure used by the translator in localize achievements in *Genshin Impact* video game.

In this research, the researcher used the theory proposed by Purnomo (2018) to analyze the localization quality of achievements. According Purnomo, the localization quality is classified into four elements. Those elements are Univocal, Cryptic, Enigmatic, and Equivocal. Every element has four assessments, those are Univocal (Uni-Uni, Uni-Cry, Uni-Eni, Uni-Equ), Cryptic (Cry-Uni, Cry-Cry, Cry-Eni, Cry-Equ), Enigmatic (Eni-Uni, Eni-Cry, Eni-Eni, Eni-Equ), Equivocal (Equ-Uni, Equ-Cry, Equ-Eni, Equ-Equ). But the researcher only found three assessments.

Table 17

Localization quality assessment

Achievements	Localization Quality Assessment													
	Diegetic Symbiosis			Narrative Mechanical Structure						Localization Level				
				Original Game			Localized Game							
Mn e	Heg T	HegV	Uni	Cry	Eni	Equ	Uni	Cry	Eni	Equ	Full	Part	Nir	
Mortal Travails: Series I	-	7	-	4	-	3	-	4	-	3	-	-	7	-
Mortal Travails: Series II	-	3	-	3	-	-	-	3	-	-	-	-	3	-
The Hero's Journey	-	14	-	11	-	3	-	11	-	3	-	-	14	-
Mondstadt: The City of Wind and Song	-	12	-	7	-	5	-	7	-	5	-	-	13	-
Liyue: The Harbor of Stone and Contracts	-	13	-	7	-	6	-	7	-	6	-	-	13	-
Elemental Specialist	-	10	-	6	-	4	-	6	-	4	-	-	10	-
Marksmanship	-	3	-	-	-	3	-	-	-	3	-	-	3	-
Challenger: Series I	-	7	-	4	-	3	-	4	-	3	-	-	7	-
Challenger: Series II	-	16	-	9	-	7	-	9	-	7	-	-	16	-
Domains and Spiral Abyss: Series I	-	8	-	5	-	2	1	5	-	2	1	-	8	-
Olah!: Series I	-	4	-	2	-	2	-	2	-	2	-	-	4	-
Snezhnaya Does Not Believe in Tears: Series I	-	3	-	2	-	1	-	2	-	1	-	-	3	-
Stone Harbor's Nostalgia: Series I	-	5	-	3	-	2	-	3	-	2	-	-	5	-
Meeting in Outrealm: Series I	-	16	-	10	-	5	1	10	-	5	1	-	16	-
Meeting in Outrealm: Series II	-	5	-	4	-	1	-	4	-	1	-	-	5	-

Visitors on the Icy Mountain	-	8	-	5	-	3	-	5	-	3	-	-	8	-
A Realm Beyond: Series I	-	11	-	6	-	4	1	6	-	4	1	-	11	-
A Realm Beyond: Series II	-	4	-	3	-	1	-	3	-	1	-	-	4	-

From 149 data, the researcher found that 91 data (61.07%) belong to Uni-Uni, 55 data (36.91%) belong to Eni-Eni, and 3 data (2.01%) belong to Equ-Equ.

1. Univocal

Figure 1

Diegetic symbiosis in source text and the translation



Source Text: Open 400 chest in Mondstadt (excluding the Dragonspine area)

Target Text: *Buka 400 peti harta di Mondstadt (tidak termasuk area Dragonspine)*

Table 18

Diegetic symbiosis - uni-uni

Diegetic Symbiosis	Mechanic-Narrative Structure	Localization Level	Mechanic-Narrative Structure	Diegetic Symbiosis
Hegemonic	Meta-Meta (Univocal)	Partial	Meta-Meta (Univocal)	Hegemonic

$$\text{Localization Partial} = 2 \times 1$$

$$\text{Symbiosis Diegetic not changed} = 3 \times 2$$

$$\text{Univocal not changed} = 3 \times 3$$

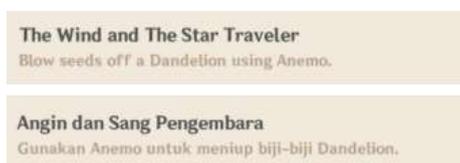
$$(2 + 6 + 9) \div 6 = 2.8 \text{ (Good)}$$

The data number above is presented about Uni-Uni category. The diegetic symbiosis in both source text and target text in the display above is hegemonic (text) because text become a preference in understanding the player in the process of playing the game. The mechanic and narrative structure in both source text and target text are univocal because the mechanic and narrative structure in both source text and target text is explicit. The localization level assessment is partial because it only occurs in the text only.

1. Enigmatic

Figure 2

Diegetic symbiosis eni-eni in source text and the translation



ST: The Wind and The Star Traveler

TT: *Angin dan Sang Pengembara*

Table 19

Diegetic symbiosis - uni-uni

Diegetic Symbiosis	Mechanic-Narrative Structure	Localization Level	Mechanic-Narrative Structure	Diegetic Symbiosis
Hegemonic	Ana-Meta (Enigmatic)	Partial	Ana-Meta (Enigmatic)	Hegemonic

Localization Partial = 2×1

Symbiosis Diegetic not changed = 3×2

Enigmatic not changed = 3×3

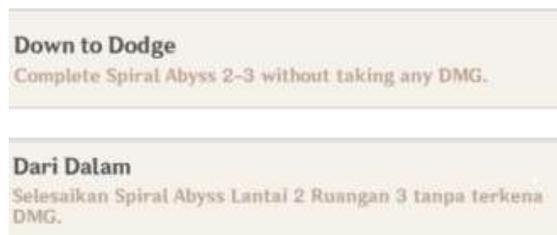
$(2 + 6 + 9) \div 6 = 2.8$ (Good)

The data number above is presented about Eni-Eni. The diegetic symbiosis in both source text and target text in the display above is hegemonic (text) because text become a preference in understanding the player in the process of playing the game. The mechanic and narrative structure in both source text and target text is Enigmatic because the mechanic structure in both source text and target text is implicit. Mechanic anamorphosis comes from another meaning of “The Wind” that is Anemo. To complete this achievement, players must use the Traveler to collect the Dandelion Seed. Dandelion Seed can only be taken by launching an Anemo elemental attack. Player implicitly told to use Traveler to blow seeds off a Dandelion with Anemo elemental attack. While the narrative meaning based on the dialogue text is explicit because of the meaning written by the text. The localization level assessment is partial because it only occurs in the text only.

2. Equivocal

Figure 3

Diegetic symbiosis eqi-eqi in source text and the translation



ST: Down to Dodge

TT: *Dari Dalam*

Table 20

Diegetic symbiosis - eqi-eqi

Diegetic Symbiosis	Mechanic-Narrative Structure	Localization Level	Mechanic-Narrative Structure	Diegetic Symbiosis
Hegemonic	Ana-Ana (Equivocal)	Partial	Ana-Ana (Equivocal)	Hegemonic

$$\text{Localization Partial} = 2 \times 1$$

$$\text{Symbiosis Diegetic not changed} = 3 \times 2$$

$$\text{Equivocal not changed} = 3 \times 3$$

$$(2 + 6 + 9) \div 6 = 2.8 \text{ (Good)}$$

The data number above is presented about Equ-Equ. The diegetic symbiosis in both source text and target text in the display above is hegemonic (text) because text become a preference in understanding the player in the process of playing the game. The mechanic and narrative structure in both source text and target text are equivocal because the mechanic and narrative structure in both source text and target text is implicit. Mechanic anamorphosis comes from another meaning of “Dodge” that is don’t taking any damage. While the narrative anamorphosis comes from another meaning of “Down” that is Spiral Abyss. Player implicitly told to complete Spiral Abyss floor 2 room 3 without taking any damage The localization level assessment is partial because it only occurs in the text only.

DISCUSSION

The researcher discusses the relationship between the first question and the second question of the research. The first question is what spatialization based translation strategies are applied in the translation of Achievement in *Genshin Impact*? In this question, the researcher used the theory of translation strategy by Purnomo (2019). The second question is how is the quality of Achievement translation as found from *Genshin Impact*? In this question,

the researcher used the theory of localization quality assessment by Purnomo (2018).

Based on the table 4, it can be seen that 2 data belong to Abbreviation, 26 data belong to Condensation, 12 data belong to Omission, 8 data belong to Symbolization, 88 data belong to Retention, and 33 data belong to Mediation. From the research finding, the most dominant data is Retention used by the translator to translate the game. Retention is the strategy to preserve source language words or terms that are considered and accepted conventionally by gamers and become fatal if translated (Name of the person, monster, region). From the explanation above, it can be concluded that Retention is important to use by the translator to keeps the word from the source language. It occurs because in *Genshin Impact* there are names of people, monsters and places. Translators also consistently do not translate simple terms in the game.

Based on the table 5, the consideration of assessment is divided into diegetic symbiosis, mechanic-narrative structure, and localization level. Here the discussion related to three elements of those found by the dominant in each consideration. The dominant diegetic symbiosis from the table 5 is Hegemonic (text) because text become a preference in understanding the player in the process of playing the game. The dominant diegetic symbiosis in *Genshin Impact* is Hegemonic (text) both in the original game and the localized game. Hegemonic (text) is a situation that the text is related well to help the player understand the game. The dominant mechanic-narrative structure from the table 5 is Univocal in both the original and localized video games. To do the scoring of the mechanic-narrative structure have to know about explicit and implicitly in both of the original and localized of the game and understand the video game mechanically and narratively. The result of the dominant mechanic-narrative structure is Univocal which is the text is related explicit in both the mechanic and narrative structure of the game. The dominant localization level from the table 5 is Partial localization. The partial localization was found in *Genshin Impact* because the localization only occurred in the text on the display. In the case of localization, quality score found the result of the assessment table of localization quality has a score of 2.8 from all data. The total score of localization quality in *Genshin Impact* localization is Good. The localization quality is indicated as good because the localization is easy to understand and transfer the message of the game well that the game of localization version feels natural and accepted to the player.

CONCLUSION

Based on the achievements in *Genshin Impact* video game analysis, the strategies of translation video game proposed by Purnomo (2019) there were found 149 data which have been classified into 2 data (1.34%) belong to Abbreviation, 13 data (8.72%) belong to Condensation, 13 data (8.72%) belong to Omission, 8 data (5.37%) belong to Symbolization, 88 data (59.06%) belong to Retention, and 25 data (16.78%) belong to Mediation. Therefore, the dominant data is Retention, it means that Retention is used to preserve source language words or terms that are considered and accepted conventionally by gamers and become fatal if translated.

Meanwhile, localization quality assessment for the research is divide into diegetic symbiosis, mechanic-narrative structure, and localization level. The dominant diegetic symbiosis for achievement in *Genshin Impact* localization level is Hegemonic (text) in both original and localized because the text is related well to help the player understand the game. The dominant mechanic-narrative structure is Univocal in both original and localized. The dominant localization level is partial localization because the localization occurred in the text on the display. The localization quality assessment average score from all the data is 2.8. The total score showing that the quality of achievement in *Genshin Impact* localization is Good. The researcher focused on the translation strategy and quality of Achievement translation in menu Achievement version 1.0 until version 1.6 from the English language into the Indonesian language in *Genshin Impact*.

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