

Beyond the Pitch: Localization of Player Attributes in eFootball 2025 Mobile

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ABSTRACT

This study aims to analyze the translation strategies used in the localization of player attributes in eFootball 2025 Mobile from English into Indonesian and to evaluate their localization quality. This research employs a descriptive qualitative method. The data consist of 73 player attribute descriptions taken from the player status menu in a single version of the game. Data were collected through observation and documentation by comparing the source and target texts. The data were analyzed using a diegesis-based localization strategy framework to identify the translation strategies, along with a ludic localization quality assessment focusing on linguistic meaning, cultural references, and spatial constraints. The findings reveal that retention and mediation are the most frequently applied strategies in translating player attributes. The dominance of retention indicates that many English football terms are already familiar and acceptable to Indonesian players. The localization quality assessment shows that most data fall into the good category, with an overall average score of 2.9, indicating a tendency toward good localization quality. These findings suggest that the localization of player attributes in eFootball 2025 Mobile is generally effective in maintaining meaning accuracy, cultural suitability, and readability within the game interface. Theoretically, this study contributes to the development of game localization studies by reinforcing the relevance of diegesis-based translation strategies in analyzing player attribute translation. Empirically, it provides evidence that strategic retention and mediation can effectively maintain localization quality in sports video games targeted at Indonesian audiences.

Keywords: ludic translation, sports simulation game, localization quality, cultural adaptation, player performance indicators

INTRODUCTION

In recent years, the video game industry has grown rapidly and become one of the most active sectors in the global digital economy. Technological developments, increased use of mobile devices, and the emergence of online distribution platforms have changed the way games are produced, distributed, and played in various countries. Industry reports indicate that the global gaming market continues to experience strong growth, mainly due to the increasing popularity of mobile games, cloud-based services, and the expanding international gaming community (Newzoo, 2024). Through digital stores and cross-border platforms, developers can now release games globally at the same time and reach players from various linguistic and cultural backgrounds.

This development can be seen from the increasing number of players, which is estimated to reach about 3.41 billion active players in 2025 (Tajrummy, 2025).

With an increasingly diverse player base from various countries, the need for game translation and localization has also become more important. Game translation no longer simply means changing the language of the text, but also adapting linguistic, cultural, visual, and gameplay elements to ensure that the gaming experience remains natural and easy to understand for players in every region.

Beyond its economic growth, video games are also increasingly seen as cultural products that have a wide influence and circulate across countries. Nowadays, games are no longer considered just entertainment, but also interactive media that can shape identities, strengthen communities, and influence how people interact in digital spaces (Yodovich et al., 2025). Since they are played by people from different cultural backgrounds, games need to be adapted so that they can be understood and accepted in each region. With billions of players worldwide, the success of the international gaming market depends heavily on localization that maintains clarity of meaning, ease of use, and cultural context.

In these situations, the need for systematic localization practices becomes more important. Since games are released in different regions, developers must ensure that the language content and interface elements are accessible and culturally appropriate for diverse player communities. Recent research shows that localization plays a strategic role in strengthening international market penetration while increasing user engagement in multilingual environments (Pirrone & Ulizia, 2024). Thus, localization is no longer seen as an additional stage after production, but as an integral part of the global game development process. According to Mangiron & O'Hagan (2013), game localization is a process that combines language translation with software development, in which translated text strings must be properly integrated into the game system. In addition to linguistic adaptation, localization also aims to preserve the original gameplay experience so that players in different linguistic environments can enjoy the same level of engagement. Furthermore, game localization can be carried out through two main models, namely outsourcing and in-house localization. These characteristics highlight that localization is not merely a linguistic process but also a strategic component in the global distribution of digital games.

Amid the competitive digital market, offering multiple language options has become a fundamental requirement, rather than an additional feature. Research shows that culturally adapted games help players understand game content more easily and create a more immersive gaming experience (Yu, 2024). In contrast, if localization is not done correctly, players may feel confused, especially in games that use a lot of technical terms and specific game concepts. Therefore, localization cannot be considered just language translation. Localization is a broader adaptation process that aims to ensure that the game content is appropriate for the language, culture, and expectations of players in each region.

The process of language and cultural adaptation becomes more complex in interactive gaming environments. Meaning in video games does not only come from words, but also from symbols, menu displays, statistical numbers, and the way the game is played. Text in games is always associated with icons, buttons, features, and interconnected game systems. Therefore, localization cannot be done by simply translating words one by one but must consider how these terms function within the game system as a whole (Dong, 2025). In addition, word choice in translation is often influenced by space limitations on the screen or the game's structure itself

(Shurguchiov & Cherednivoka, 2024). This becomes even more important in sports simulation games, where numerical attributes and tactical terms directly influence players' decisions during gameplay. This means that translation not only affects the clarity of the language but also how players understand strategies and important information in the game. Thus, selecting the right translation strategy is crucial to ensure that the meaning remains accurate and easy for players to comprehend.

In this context, sports simulation games have become one of the most popular genres. This genre relies on technical terminology, numerical attributes, and structured tactical systems. Unlike games that focus on narrative and fiction, sports simulations attempt to mimic a real game situation by using measurable performance assessments and specific player positions. Research shows that realism, statistical data, and structured game systems are the main factors that engage players in soccer simulation (Toth et al., 2021). As a result, the terms used in this genre not only serve as explanations but also help players understand the roles, strategies, and decisions that must be made during a match. In other words, translation choices in sports simulation games can directly influence how players understand the game and act within it.

In the world of soccer, many terms have been established that are widely used and relatively consistent across countries, largely due to the influence of globally distributed English-language sports media (Lavric et al., 2022). These established terminology standards influence the localization process, as certain tactical terms are often retained to preserve their meaning and maintain authenticity. In a game display with limited space and filled with numerical data related to text labels, the choice of words in the translation must remain clear, precise, and easily understood by the player (Dong, 2025). For that reason, sports simulation games are an appropriate context for examining how translation strategies attempt to balance language adaptation with maintaining consistency of terms and their accuracy in the game.

Building on the importance of video game localization in the sport simulation context, *eFootball 2025 Mobile*, developed by Konami, provides a relevant case for examining how localized terminology functions within a global football gaming environment. This game has many players from many countries, including Indonesia, because it offers realistic gameplay, a competitive system, and easy access on mobile devices. Its popularity comes not only from good graphics and gameplay, but also from regular updates that add new features, such as the "Player Attributes" system (Konami Digital Entertainment, 2024). By adding content that fits the culture of each region, the game helps players feel more connected and increases its global success.

Within this platform, the player attribute system serves as a central informational structure that describes technical abilities, tactical roles, and performance indicators. These attributes are displayed on player cards and summarized through an overall rating system that represents a player's general effectiveness during matches. The system is organized into three main categories: Playing Style, AI Playing Style, and Player Skills. Playing Style determines a player's tactical function and movement patterns when directly controlled by the user, while AI Playing Style governs off-the-ball behaviour managed by the game's artificial intelligence. Meanwhile, Player Skills refer to specialized abilities that enhance performance, particularly in in-game situations. Because these attributes

directly influence player decision-making and tactical interpretation, their localization requires clarity, terminological precision, and functional consistency within the interface.

Given the importance of player attributes, their translation plays a key role in making localized gameplay feel natural, easy to understand, and culturally suitable. For this reason, translation strategies that consider space limitations and player immersion are crucial. Purnomo & Purnama (2019) propose a diegesis-based localization framework that distinguishes between diegetic and non-diegetic strategies. Diegetic strategies focus on adapting text within the game world while preserving meaning and fitting spatial limits such as menu size or text boxes. These strategies include abbreviation, condensation, omission, symbolization, retention, mediation, and violation. Non-diegetic strategies, in contrast, use visual or graphic adjustments to solve space problems. However, the researchers focus only on diegetic strategies. This choice is made because player attributes in *eFootball 2025 Mobile* are primarily presented as textual elements within fixed interface spaces, and their localizations rely on linguistic decisions rather than graphical changes. By examining diegetic strategies, the research can directly analyze, how meaning, clarity, and cultural relevance are negotiated through language, while still maintaining player immersion and usability within the game interface. For example, the English playing term:

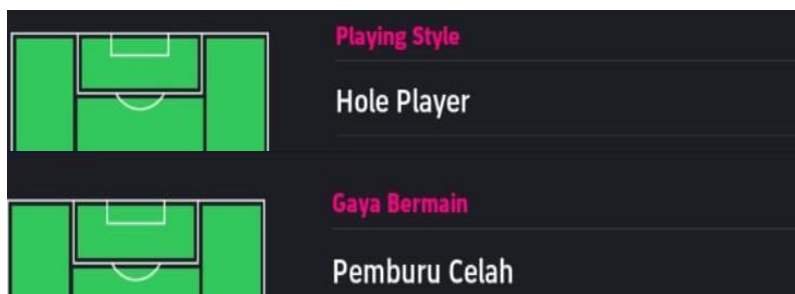


Figure 1. Playing Style of Hole Player

SL: “Hole Player”

TL: “Pemburu Celah”

This translation uses a mediation strategy because the term “Pemburu Celah” keeps the main idea of “Hole Player” while adapting it to expressions familiar to Indonesian football players. The translator bridges the source meaning and target culture by choosing a term that reflects the same tactical role as a player who exploits spaces behind defenders. This approach follows the diegetic translation principle, aiming to maintain player immersion through culturally appropriate football terminology.

Several previous studies have discussed video game localization from different perspectives. Jarrah et al. (2023) studied the localization video games *PUBG* and *Free Fire*, focusing on the translation strategies used in translating interface text and captions, with the aim of identifying the most frequently used strategies through qualitative analysis of the texts in the games. Furthermore, Oktaviana & Ishlaiyah (2024) researched the game *Genshin Impact* with a focus on translation solutions in game dialogues, using qualitative descriptive methods to analyze the translation techniques used in the localization process. Another study

was conducted by Wibowo (2021), who examined the translation of menu text assets in video games with a focus on the translation techniques used in game interfaces texts, with the aim of developing a prototype translation guide through the analysis of various techniques such as established equivalence, borrowing, and adaptation. Additionally, Aqib (2024) researched achievement texts in the game *Genshin Impact*, focusing on the translation strategies used in the localization process, using a qualitative analysis approach to identify the strategies that emerged in the translation. Finally, Richatuzzahra & Djohan (2024) researched the localization of video games, focusing on the translation solutions used in the game text translation process, with the aim of identifying the most dominant translation strategy patterns in video game localization.

Overall, these studies show that video game localization is not just about literal translation. It requires a strategy that considers genre and context. However, most previous research has focused on story elements, dialogue, menu text, or player emotions in RPG, MOBA, and fantasy games. Very little research has addressed sports simulation games, particularly how player attributes such as tactical labels, technical terms, and performance indicators are translated and evaluated in different languages. This gap is important, especially in soccer simulation games, where consistent terminology and clear meanings affect how players understand the game. Therefore, this study aims to fill this gap by analyzing the translation strategies used in the localization of player attributes in *eFootball 2025 Mobile* and evaluating the quality of its localization in the context of sports simulation games.

From this objective, the following research questions are formulated:

1. What translation strategies are implemented in translating player attributes in *eFootball 2025 Mobile* from English into Bahasa Indonesia in the context of localization?
2. How is the quality of the translation of player attributes in *eFootball 2025 Mobile* in the context of localization?
3. Why does a certain translation dominate in the localization of player attributes in *eFootball 2025 Mobile* as a sport simulation game?

To answer the research question, this research uses the diegesis based localization strategy proposed by Purnomo & Purnama (2019). This theory is used to identify and classify the translation strategies applied in the localization of player attributes in *eFootball 2025 Mobile*. The theory divides translation strategies into diegetic strategies, including abbreviation, condensation, omission, symbolization, retention, mediation, and violation. These categories are employed to systematically analyze how English player attribute terms are adapted into Bahasa Indonesia while maintaining their function and meaning within the game. To answer the second research question, this research employs the ludic localization quality assessment by Purnomo (2025). This theory evaluates localization quality based on three main dimensions: linguistic meaning, cultural references, and spatial constraints. Through these parameters, this study analyzes the clarity, cultural appropriateness, and spatial compatibility of locally adapted player attributes, ensuring that translated terms remain accurate. The third research question aims to explain the factors that cause certain translation strategies to become dominant in the localization process. It explores how the characteristics of sports simulation games, the stability of football terminology, and the familiarity of players with

English football vocabulary influence the translator's decision to maintain or adapt specific terms.

METHODS

Research material

This study uses a descriptive qualitative design to examine the translation strategies involved in the localization of player attributes from English into Indonesian in the *eFootball 2025 Mobile*. A qualitative approach is selected because the study aims to explore how meaning is transferred and adapted within a specific cultural and gaming context rather than to measure statistical significance. The focus is placed on understanding how player attribute terminology is localized to maintain clarity, accuracy, and cultural suitability for Indonesian players.

The research material consists of 73 player attribute items obtained from the player status menu in-game. The data are taken from both the original English version and the Indonesian localized version. To maintain consistency and focus, the study limits the analysis to players from the two clubs: Real Madrid and Barcelona. These clubs are selected because they represent contrasting tactical identities, which allows the study to observe whether localization strategies are influenced by club characteristic

The player attributes examined include technical descriptions that define player performance in the game interface. These attributes function as key informational elements that guide players in understanding tactical roles and gameplay decisions. Therefore, analyzing their localization provides insight into how technical terminology is adapted within a sports simulation environment.

Research procedure

Data collection is conducted through observation and documentation. The researcher carefully observes the player status menu in both language versions and captures screenshots of each player attribute to ensure data accuracy and completeness. This documentation enables a direct comparison between the source text (English) and the target text (Bahasa Indonesia).

The data are analyzed using Spradley (2016), which involves four interconnected steps: domain, taxonomic, componential and cultural theme analysis. Domain analysis begins by grouping the data based on the club, focusing on Real Madrid and Barcelona. This step helps identify general patterns of localization within each club.

Taxonomic analysis then organizes the data based on player positions, such as striker, midfielder, defender, and goalkeeper. This step allows the researcher to observe whether the translation strategies vary according to player roles. Componential analysis further categorizes the data into three main elements: Playing Style, AI Playing Style, and Player Skills. This stage highlights contrasts and similarities in the application of translation strategies across attribute categories. Finally, cultural theme analysis identifies dominant localization strategies and examines how they reflect the cultural and tactical identities of the two selected clubs.

RESULTS AND DISCUSSION

Result

Translation Strategy

Table 1. The Frequency of Translation Strategies Used

No	Diegetic Strategy	Frequency
1	Abbreviation	0
2	Condensation	3
3	Omission	1
4	Symbolization	0
5	Retention	42
6	Mediation	25
7	Violation	2

From the 73 data, the researcher found 3 data belong to Condensation, 1 data belong to Omission, 42 data belong to Retention, 25 data belong to Mediation, and Abbreviation and Symbolization were not identified in the analyzed data.

1. Retention

This strategy occurs when the translator maintains the original English term without modification or additional explanation. Its dominance suggests that English football terminology has been widely internalized by Indonesian players, enabling direct transfer without causing misunderstanding or semantic loss. Retention is commonly applied to widely recognized football terms. For example, “Box-to-Box” is maintained without translation. This decision preserves its tactical meaning and aligns with the global football discourse familiar to Indonesian players. Similarly, “First-time Shot” remains in English rather than being translated into “Tembakan Satu Sentuhan”, ensuring immediate recognition and maintaining consistency with common usage among players.

2. Mediation

Mediation is used when direct retention may reduce clarity. For example, “Trickster” is translated into “Jago Gocek”. This adaptation replaces the English term with a culturally familiar expression that clearly conveys the idea of a skillful dribbler. The use of mediation enhances accessibility while preserving the intended tactical function.

3. Other Strategies

Other strategies, such as condensation, abbreviation, omission, and violation, appear only in a limited number of cases. Condensation is mainly used to shorten longer descriptions to fit interface constraints without losing essential meaning. Abbreviation helps maintain brevity while keeping the concept recognizable. Omission occurs once, where a minor detail is removed without affecting comprehension. Meanwhile, violation appears in a few instances and slightly reduces localization quality due to shifts in meaning.

Localization Quality Assessment

The localization quality of the player attributes in *eFootball 2025 Mobile* was assessed using the localization quality theory by Purnomo (2025). This theory evaluates translation quality through three main parameters: linguistic meaning, cultural references, and spatial constraints. Linguistic meaning focuses on the clarity and accuracy of the translated message, cultural references examine how

well the translation fits the target culture, and spatial constraints assess whether the localized text fits properly within the game interface. Each parameter is rated on a three-point scale and given a different weight, with linguistic meaning receiving the highest weight, followed by cultural references and spatial constraints. The combined weighted scores are used to classify the data into six localization quality categories: Good, Tends to be good, Average, Tends to be average, Poor, and Tends to be poor.

Each parameter is evaluated using a three-point scale. For linguistic meaning, a score of 3 indicates that the translation is clear and accurate, 2 indicates minor ambiguity, and 1 indicates distorted or misleading meaning. For cultural reference, 3 indicates successful domestication, 2 indicates neutralization, and 1 indicates foreignization. For spatial constraints, 3 means the text fits the game interface well, 2 indicates minor layout issues, and 1 means the spatial limitations are not properly resolved.

Linguistic meaning receives the highest weight of 3, followed by cultural reference with a weight of 2, and spatial constraints with a weight of 1. The final localization quality score is calculated by combining the weighted scores and dividing the total by the sum of the weights to produce a normalized result. Based on the final score, each player attribute is classified into six categories: Good (3.0), Tends to be good (2.5–2.9), Average (2.0), Tends to be average (1.5–1.9), Tends to be poor (1.0–1.4), and Poor (1.0).

Table 2. The Frequency of Localization Quality Assessment

No.	Quality	Frequency
1.	Good	54
2.	Tends to be good	1
3.	Average	0
4.	Tends to be Average	15
5.	Poor	0
6.	Tends to be Poor	3

The results show that 54 out of 73 items were categorized as Good, 1 item were categorized as Tends to be Good, 15 items were categorized as Tends to be Average, and 3 items were categorized into Tends to be Poor. No data were classified as Average or Poor.

1. Good

An example of good localization quality can be seen in the translation of “Anchor Man” into “Pemain Jangkar.” The term refers to a defensive player who maintains team stability in front of the back line. The Indonesian translation clearly conveys both the positional and tactical meaning. From the linguistic meaning perspective, the stabilizing function of “anchor” is preserved without ambiguity, resulting in a score of 3. In terms of cultural reference, “Pemain Jangkar” is widely used in Indonesian football discourse and aligns with local tactical terminology, earning a score of 3. Regarding spatial constraints, the translation is concise and fits well within the game interface, also receiving a score of 3.

The final score is calculated using the weighted formula:

$$\begin{aligned} & (\text{LM} \times 3) + (\text{CR} \times 2) + (\text{SC} \times 1) \\ & = (3 \times 3) + (3 \times 2) + (3 \times 1) \\ & = 18/6 = 3.0 \end{aligned}$$

Based on this result, the translation is categorized as Good. The same weighted formula was applied to all other data items.

2. Tends to be Good

An example of localization that tends to be good appears in the translation of “Aerial Superiority” into “Superioritas Udara.” The meaning is transferred accurately and without ambiguity. However, the term sounds slightly formal and less natural in everyday football conversation. Although culturally acceptable and spatially appropriate, this stylistic stiffness slightly reduces the overall score. The final weighted result is 2.6, placing the translation in the Tends to be Good category.

3. Tends to be Average

A case of localization that tends to be average can be seen in the translation of “Extra Frontman” into “Pembantu Serangan.” While the translation conveys the idea of assisting in an attack, it does not fully capture the temporary and additional role implied by “extra.” This partial equivalence reduces the linguistic precision. Despite being culturally understandable and spatially suitable, the final score is 2.5, which classifies the translation as Tends to be Average.

4. Tends to be Poor

An example of localization that tends to be poor is the translation of “Acrobatic Finishing” into “Solusi Akrobatik.” The word “Solusi” shifts the meaning away from goal-scoring and fails to convey the concept of finishing, resulting in a significant loss of tactical meaning. Although the translation fits spatially, weaknesses in linguistic and cultural accuracy lower the final score to 1.3, placing it in the Tends to be Poor category.

Discussion

The researcher discusses the relationship between the first, second, and third research questions in this study. The first question examines the translation strategies used to translate player attributes in *eFootball 2025 Mobile*. To answer this question, the researcher applied the translation strategy theory proposed by Purnomo & Purnama (2019). The second question investigates how the quality of the translation of player attributes in *eFootball 2025 Mobile* can be evaluated in the context of localization. To address this question, the researcher applied the localization quality assessment theory proposed by Purnomo (2025). The third question explores why certain translation strategies dominate in the localization of player attributes in *eFootball 2025 Mobile* as a sports simulation game. This question is discussed by connecting the results of translation strategy distribution and localization quality results with the characteristics of sports simulation games, global football discourse, and player familiarity with English football terminology.

Based on the results, retention appears to be the most dominant translation strategy in the localization of player attributes in *eFootball 2025 Mobile*. This dominance indicates that many English football terms are already widely recognized and accepted within Indonesian football discourse. Terms such as Box-to-Box and Anchor Man are maintained in their original form because translating them may reduce precision or create ambiguity. In sports simulation games, tactical

terms function not only as linguistic elements but also as gameplay instructions that directly influence player understanding. Therefore, maintaining the original terminology helps preserve tactical accuracy. The dominance of retention also reflects the stability of global football terminology. Indonesian players are highly exposed to English football analysis content.

The second problem formulation concerns the localization quality of player attributes in *eFootball 2025 Mobile*. In this study, localization quality is assessed through three main parameters: linguistic meaning, cultural reference, and spatial constraints. The first parameter is linguistic meaning; the results show that most data fall into the Unambiguous and Unbiased (SL-TL) category. This indicates that the translated terms do not confuse players and that the tactical information is clearly conveyed. The equivalence between source and target terms is generally maintained, especially in commonly retained football terminology. The second parameter is cultural reference; many retained English terms are already widely accepted in Indonesian football discourse. These terms are frequently used in match commentary, football communities, and gaming culture. If such established terms were fully translated, they might sound unnatural or “foreign” to players. Therefore, retaining English terminology in certain cases actually fulfils the highest acceptability criteria, as it aligns with player expectations and existing football culture. The third parameter is spatial constraints; the analysis shows that most translated terms fit well within the limited space of the game interface. There are no significant cases of text overflow or layout disruption. This indicates that translators successfully managed space limitations while preserving meaning and readability. After evaluating all data through these three parameters and applying the weighted scoring system, the final classification shows that most data are categorized as Good, followed by Tends to be Good and Tends to be Average, with only a small number classified as Tends to be Poor. The overall weighted score of 2.9 places the localization quality in the Tends to be Good category. This confirms that the localization of player attributes in *eFootball 2025 Mobile* is generally effective in maintaining clarity, cultural appropriateness, and functional usability.

In this research, the results show that retention is the most dominant translation strategy in the localization of player attributes in *eFootball 2025 Mobile*. That indicates that many English football terms are preserved in their original form because they are already widely recognized and accepted Indonesian players. In the context of player attributes, terms such as playing styles and player skills labels function as tactical indicators that directly influence gameplay understanding. Therefore, preserving the original terminology helps maintain precision and authenticity. This result is also consistent with previous studies. Aqib (2024), in a study on achievement localization in *Genshin Impact*, found that retention was the most frequently used strategy, with 88 data categorized under retention. The study explains that retention is often chosen when terms have become part of the shared gaming discourse and are already familiar to players. Although the genre differs, the similarity suggests that retention tends to dominate when terminology is widely established within the gaming community. These results directly address the third research question. The dominance of retention can be explained by the structural nature of sports simulation games. Unlike narrative-based genres, sports games rely on standardized tactical terminology that is globally circulated through international football media. As a result, English football vocabulary has been normalized within

Indonesian football culture. Therefore, functions not merely as a translation preference, but as a strategy shaped by global discourse stability, player familiarity, and the need for tactical clarity in gameplay.

Beyond this structural explanation, the cultural theme identified in this study further clarifies why retention dominates. Based on Spradley (2016) cultural theme analysis, localization reflects shared cultural meanings within a community. The dominant cultural theme found in this research is the normalization of English football terminology within Indonesian football discourse. Continuous exposure to global leagues, international broadcasts, and football commentary has embedded English tactical vocabulary into everyday football discussions. Consequently, English terms are not perceived as foreign elements, but as culturally integrated expressions within the local football community. Taken together, the structural characteristics of sports simulation games and the dominant cultural theme of global football normalization directly answer the third research question. The prevalence of retention in the localization of player attributes in eFootball 2025 Mobile is shaped by systemic gameplay requirements and culturally embedded football terminology, rather than by arbitrary translator preference.

The data show that retention appears in 42 out of 73 items, indicating a strong acceptance of English football terms in the Indonesian version of the game. Terms such as “Box-to-Box,” “Anchor Man,” and “Roaming Flank” are preserved even though Indonesian equivalents exist. This reflects the long exposure of Indonesian football audiences to international broadcasts and global football media. Bagus et al. (2023) argue that continuous exposure to international football commentary contributes to the normalization of English tactical vocabulary in local football discourse. In this context, retention is not perceived as foreignization but as alignment with existing football knowledge.

To further examine whether club identity influences translation strategy choice, a comparison was conducted between Real Madrid and Barcelona, two clubs representing contrasting tactical philosophies. The frequency of translation strategies between both clubs is presented in Table 3.

Table 3. Table of Comparative Localization Patterns between Real Madrid and Barcelona

No.	Diegetic Strategy	Real Madrid	Barcelona
1.	Abbreviation	0	0
2.	Condensation	0	3
3.	Omission	0	1
4.	Symbolization	0	0
5.	Retention	22	21
6.	Mediation	12	13
7.	Violation	1	1

As shown in Table 3, retention remains the most dominant strategy in both clubs, appearing 22 times in Real Madrid and 21 times in Barcelona. The nearly identical frequency indicates that translation strategy selection is not significantly influenced by club-specific tactical ideology. Although Real Madrid is often associated with direct and explosive play, while Barcelona is linked to positional and possession-based football, the localization pattern remains consistent. Asmoro

et al. (2025) note that club identities are primarily represented through gameplay mechanics and tactical design rather than through linguistic variation. This supports the finding that translation strategies are shaped more by global football discourse than by club-specific identity. Overall, this comparison confirms that the dominance of retention in *eFootball 2025 Mobile* is driven by global football discourse and player familiarity, rather than by differences in club identity.

CONCLUSION

This study examines the localization of player attributes in *eFootball 2025 Mobile* from English into Bahasa Indonesia by analyzing the diegetic strategies and assessing their localization quality. Based on the analysis of 73 player attribute data, the results show that the localization mainly uses retention and mediation strategies. This means the translators often keep original terms whole, making sure they are clear and suitable for Indonesian players.

In terms of translation strategies, retention is the most dominant strategy, appearing 42 times, followed by mediation 25 times. Other strategies appear only rarely, including condensation with 3 data items, omission with 1 data item, and violation with 2 data items, while abbreviation and symbolization are not used at all. This distribution shows that most English football terms are already familiar in Indonesian football, allowing them to be transferred directly without reducing understanding. Mediation functions as a supporting strategy and is used selectively when certain terms need clearer explanations or more natural expression in the target language.

Regarding localization quality, the evaluation of the same 73 data items shows a strong dominance of the Good category. In detail, 54 items are classified as Good, 1 item Tends to be good, 15 items Tends to be average, and 3 items as Tends to be poor, while no data fall into the Average or Poor categories. Based on the weighted ludic localization quality assessment, the overall average score is 2.9. These results place the overall localization quality in the Tends to be good category, indicating that the localization is generally effective and well received by players. The strong number of Good quality localizations show that the translation strategies used are generally effective in keeping the linguistic accuracy, cultural relevance, and proper use of space in the game interface. The overall score of 2.9 confirms that the use of mediation does not reduce the technical meaning of player attributes. Instead, it helps improve readability and usability for players. Thus, the localized player attributes provide clear and accurate information to help players understand tactics and maximize their gameplay in *eFootball 2025 Mobile*.

This study has two main limitations. First, the analysis of football clubs, Real Madrid and Barcelona. Although these clubs represent different playing styles, they do not reflect all teams available in the game. Therefore, the findings may not fully represent localization practices used for the other clubs' league in *eFootball 2025 Mobile*. Second, this study is based on a single version of the game. Since digital games are regularly updated, new versions may include changes in terminology or interface design that could affect localization strategies and quality. For this reason, the results of this study reflect the localization condition at a specific point in time.

This study focuses on the localization of player attributes in *eFootball 2025 Mobile* based on a single version of the game. Therefore, Future research may

compare the localization of player attributes in different game updates to see whether the translation and its quality change over time. This would make it possible to identify whether translation strategies and localization quality remain consistent or improve after game updates. In addition, future research may conduct a comparative analysis between different categories of player attributes, such as Playing Style, AI Playing Style and Player Skills, to determine whether certain attribute types tend to receive higher localization quality than others. This comparison could provide more specific insights into which types of technical texts are more challenging to localize.

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