

Management of digital content translation in enhancing brand image: a case study of Bless Flower Bar

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ABSTRACT

The rapid growth of digital platforms has transformed how brands communicate with global audiences, making digital content translation a strategic component of brand management. This study examines the management of digital content translation in enhancing brand image using Bless Flower Bar as a case study. The research aims to analyze how translation strategies, workflow coordination, and content adaptation contribute to strengthening brand perception across different linguistic audiences. Employing a qualitative case study approach, data were collected through three in-depth interviews and document analysis of 36 Instagram posts published between January and February 2026, supported by observation of the brand's digital platforms. The findings reveal that effective translation management characterized by cultural adaptation, consistent brand voice, quality control mechanisms, and strategic platform selection significantly influences audience trust, engagement, and brand positioning. Furthermore, the integration of localization strategies with digital marketing planning enhances brand authenticity and competitiveness in a globalized market. The study highlights translation management not only as a linguistic process but also as a strategic branding function for small and medium enterprises seeking to expand their market reach through multilingual digital content.

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1. INTRODUCTION

The expansion of digital communication technologies has fundamentally reshaped how brands construct and communicate their identities. Digital platforms such as websites and social media enable organizations to engage directly with multilingual and multicultural audiences. In this context, language functions not only as a medium of information transfer but also as a strategic tool in shaping brand image. According to (Kotler, Philip., Keller, K. L. (2013) brand image is closely related to symbolic meaning and emotional associations attached to a brand perceptions and beliefs held by consumers, as reflected in associations embedded in consumer memory. Djauhar, n.d. (2021) state that brand image is a lasting perception, formed through experience and relatively consistent.

Then Kotler (2009) (Nasyeh et al., n.d.) in Deliana (2016), purchasing decisions are activities carried out by individuals who are directly involved in making decisions to purchase products offered by sellers. Meanwhile, according to the verbal view Islam et al., n.d. (2012), a brand is more than just a name and symbol because it represents consumers' perceptions and feelings about a product

and all its performance, so that the brand exists in the minds of consumers. Thus, how a brand communicates, particularly across languages, directly influences audience perception and positioning.

From a branding identity, Setiadi et al., (2023) state that Brand identity is a unique brand association that demonstrates a promise to consumers. To be effective, brand identity needs to resonate with consumers, differentiate the brand from competitors, and represent an organization over time. Aline Wheeler (2018) (6, n.d.) said that Brand Identity, also known as visual identity, is a set of signs that graphically contain certain characteristics that represent the entity it represents. These entities can be institutions, agencies, organizations, or even individuals. While Vaid (2003) argues that brand identity is key in building relationships between brands and consumers and reflects the essence of the brand.

Recent studies highlight that digital branding strategies are increasingly shaped by social media environments where brands interact directly with audiences through visual and textual content. Social media platforms enable organizations to strengthen brand identity, increase audience engagement, and build long-term relationships with consumers. Research on digital branding indicates that effective social media content significantly influences brand awareness, trust, and customer loyalty in online environments. Moreover, social media marketing allows brands to maintain continuous interaction with audiences through interactive communication and real-time feedback, making digital platforms central to contemporary brand communication strategies.

In addition to digital branding practices, localization and cultural adaptation have been recognized as essential components of global digital marketing communication. Localization involves adapting language, tone, and cultural references to align with the expectations of target audiences in different markets. Studies suggest that culturally adapted content enhances credibility, improves audience engagement, and strengthens emotional connections between brands and consumers. For small and medium enterprises (SMEs), integrating localization strategies into digital marketing activities can enhance competitiveness and facilitate market expansion across diverse linguistic contexts.

In translation studies, According to Nida and Taber (1982) translation is a process of conveying language from the source language into the target language without changing the meaning and ideas contained in the source language. (Amin, 2022) states that a successful translation can meet some criteria such as accuracy, readability, acceptability, but only choose precision and acceptance in this review. And a translator would be overtaken by many processes to make a successful translation. While (Salma Tahir & Anugrawati, 2022) Hatim and Munday (2004) define translation as the process of transferring meaning a written text from source language (SL) to target language (TL).

Previous studies have examined branding and digital communication extensively. For example, research on title Influencer-Based Digital Marketing Strategies to Increase Brand Engagement Among Generation Z by Sukmana et al., n.d (2025.) His study provides valuable insights for companies in designing more effective digital marketing strategies, particularly in the competitive landscape of social media. Then a reaserach from (Arifin et al., (2018) with the Strategies for Translating Business Terms in the Textbook Research Methods for Business: A Skill Building Approach, his research study aims at describing the translation strategy of English-Indonesian business terms. It employed a descriptive-qualitative approach. While a research about Natural Language Processing Algorithm for Translation Applications (Indonesian – Javanese) Using Speech Processing Methods by Ghirrid et al., (2024) discuss about the design and development of a Speech to Text translator application using the NLP algorithm. This application uses deep learning models that have been trained to understand user language variations, accents and intonation. Research about translation with the title Strategies for Translating English Administrative Documents in the Startup Business Environment in Indonesia: A Case Study of Company XYZ by (Alim et al., n.d.(2022) discuss about startup companies in Indonesia must pay attention to an effective and efficient administrative document translation strategy to ensure their success in the global market.

Social media highlights its role in shaping brand–consumer interaction and influencing audience perception of brand personality. Studies in localization and global marketing further indicate that culturally adapted content increases trust and engagement across digital platforms. However, most of these studies focus on multinational corporations and large-scale enterprises.

Despite the growing importance of small and medium enterprises (SMEs) in digital economies, limited research has investigated how SMEs manage digital content translation as part of brand

strategy. Existing studies tend to separate translation as a linguistic activity from branding as a marketing function. There remains a lack of empirical exploration into how translation workflows, quality control, and strategic message alignment are organized internally to enhance brand image, particularly in emerging market contexts such as Indonesia.

Bless Flower Bar, as a creative SME operating in the digital marketplace, provides a relevant context for examining this issue. As a brand that utilizes multilingual digital communication to expand its reach, it presents an opportunity to analyze how translation management contributes to brand image construction.

Therefore, this study aims to analyze the management of digital content translation in enhancing brand image, using Bless Flower Bar as a case study. Specifically, this research seeks to: (1) identify translation and localization strategies applied in digital platforms; (2) examine how translation processes are managed within the brand's communication workflow; and (3) analyze how these practices contribute to the formation and strengthening of brand image.

By integrating branding theory and translation studies, this research contributes to a more comprehensive understanding of translation management as a strategic function in digital brand communication, particularly within SME contexts.

2. METHOD

2.1 Research Site and Participants

The research was conducted at Bless Flower Bar, a small and medium enterprise (SME) operating in the creative floral industry. The study involved three key informants who were directly engaged in the brand's digital communication activities. The informants consisted of one content creator, one translator responsible for bilingual caption preparation, and one brand manager overseeing brand communication strategy.

Participants were selected using purposive sampling, which allows researchers to identify individuals who possess relevant knowledge and experience related to the research topic (Creswell & Poth, 2018). The criteria for selecting informants included: active involvement in the creation or management of digital content, participation in translation or bilingual communication processes, and responsibility for maintaining brand communication or marketing strategy within the organization.

These criteria ensured that each participant could provide in-depth insights into the translation workflow, decision-making processes, and branding considerations involved in digital content management.

2.2 Data Collection

Data were collected through three primary techniques to ensure methodological triangulation:

2.2.1 In-depth interviews

Semi-structured interviews were conducted with three informants (content creator, translator, and brand manager) to explore their perspectives on translation strategies, workflow coordination, and branding considerations. Each interview lasted approximately 45–60 minutes and was conducted online and offline depending on participant availability.

2.2.2 Document analysis

Digital artifacts such as 36 Instagram posts published between January and February 2026, website content, promotional captions, and translated materials were analyzed to examine language choices, tone consistency, and localization strategies.

2.2.3 Non-participant observation

The researcher observed the brand's digital platforms to analyze audience engagement patterns, content presentation, and linguistic consistency across languages.

2.3 Research Duration

The research was conducted over a two-month period from January to February 2026, during which data collection, interviews, document analysis, and observation of digital platforms were carried out.

3. RESULTS AND DISCUSSION

This study analyzed 36 Instagram posts published by Bless Flower Bar over a two-month period (January–February 2026), consisting of 22 bilingual captions and 14 monolingual captions. Three in-depth interviews were conducted with the content creator, translation handler, and brand manager.

The findings indicate that digital content translation is systematically managed and strategically aligned with brand image enhancement.

3.1 Planning and Strategic Translation Selection

Translation decisions are determined during monthly content planning meetings. Of the 36 posts analyzed, 22 posts (61%) were intentionally planned as bilingual content, particularly for seasonal campaigns and premium collections.



Figure 1. Valentine Promotional Post (Bilingual Caption)

ST (Indonesian):

"Bingung cari gift Valentine dimana? Yukk singgah ke blessflow.bar banyak gift lucu-lucu dan pastinya limited edition."

TT (English):

"Looking for the perfect Valentine's gift? Visit blessflow.bar and discover our adorable, limited-edition floral gifts curated just for your special someone."

Translation Data (Figure 1)

Modulation: shift from "confusion" framing to persuasive invitation

Amplification: addition of "curated just for your special someone"

Lexical upgrading: "lucu-lucu" → "adorable"

From 22 bilingual posts, 16 captions (73%) demonstrate amplification or persuasive adaptation, particularly in promotional content.

Managerial Integration

This post was pre-designated as a high-impact seasonal campaign. Management required bilingual publication to support broader market positioning. The English caption was reviewed to ensure persuasive tone aligned with the brand's premium and curated identity.

Thus, translation in this case reflects planning and brand positioning decisions rather than spontaneous linguistic transfer.

3.2 Organizing and Brand Voice Synchronization

Bless Flower Bar applies a structured workflow: Drafting in Indonesian; Translation and stylistic adaptation; Internal review and approval

All 22 bilingual posts underwent revision before publication.

Lexical frequency analysis across bilingual captions shows: *Elegant* → 8 occurrences; *Exclusive* → 6 occurrences; *Timeless* → 5 occurrences

Indonesian equivalents (*berkelas, eksklusif, istimewa*) appear consistently in the source captions.

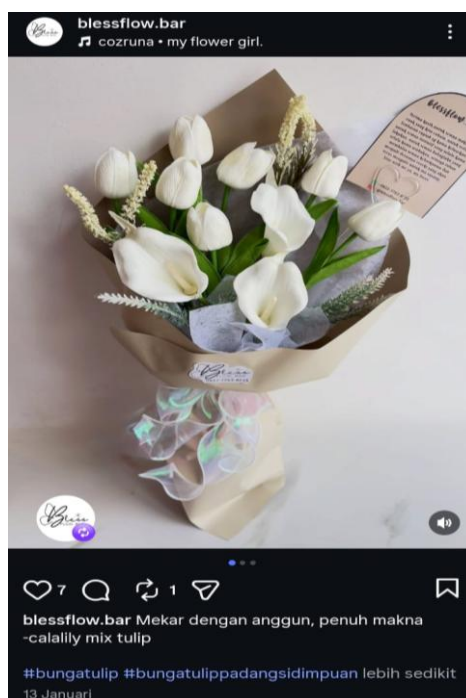


Figure 2. Signature Product Post with Poetic Caption

ST (Indonesian):

“Mekar dengan anggun, penuh makna.”

TT (English):

“Blooming gracefully, filled with meaning.”

Translation Data (Figure 2)

Established equivalence: “mekar” → “blooming”

Stylistic modulation to preserve rhythm

Minimal amplification to maintain elegance

This type of caption represents 27% of bilingual posts that maintain close stylistic equivalence rather than persuasive expansion.

Managerial Integration

For aesthetic posts, management emphasizes tone consistency and poetic brevity. The English version was revised to ensure it retained elegance and did not become overly promotional. This reflects organizing and controlling functions in maintaining brand personality coherence.

3.3 Implementation: Controlled Use of Translation Techniques

Across 22 bilingual captions, translation techniques were identified and categorized based on their application in the analyzed posts. The distribution of translation techniques is presented in Table 1.

Table 1. Distribution of Translation Techniques in Bilingual Captions

Translation Technique	Frequency	Percentage
Amplification	9	41%
Modulation	5	23%
Established Equivalence	4	18%
Transposition	2	9%
Literal Translation	2	9%
Total	22	100%

Promotional posts (e.g., Valentine campaigns) predominantly apply amplification and persuasive modulation, while signature posts such as poetic captions tend to employ established equivalence and stylistic preservation to maintain brand elegance and tone consistency.

3.4 Monitoring and Brand Image Evaluation

Engagement analysis shows that bilingual posts generated approximately 15% higher average interaction compared to monolingual posts. Approximately 25% of comments on bilingual posts were

written in English. Management evaluates translation outcomes using: Engagement metrics; Audience language diversity; Internal tone consistency review
Translation is therefore assessed not only linguistically but strategically in relation to professionalism, exclusivity, and international brand perception.

3.5 Discussion

The two figures illustrate how translation techniques (amplification vs. stylistic equivalence) are strategically selected and managed according to content category.

Digital content translation at Bless Flower Bar operates within managerial functions: Planning bilingual positioning; Organizing workflow and vocabulary control; Implementing supervised translation techniques; Monitoring engagement and perception outcomes

Translation thus functions as a managed branding instrument embedded within digital marketing strategy.

The findings demonstrate that digital content translation at Bless Flower Bar functions not merely as a linguistic activity but as a strategic managerial instrument in brand image construction. The integration of translation techniques with managerial functions reflects a structured approach to digital branding within a small and medium enterprise (SME) context.

3.5.1 Translation as Brand Image Construction

The use of amplification and modulation in promotional captions such as the Valentine's campaign indicates that translation decisions are aligned with persuasive branding strategies. The expansion from "Bingung cari gift Valentine dimana?" to "Looking for the perfect Valentine's gift?" shifts the communicative intention from informational to persuasive, reinforcing emotional appeal and exclusivity.

This finding supports Keller's (2013) theory that brand image is formed through strong, favorable, and unique brand associations in consumers' memory. By upgrading lexical choices (e.g., *adorable*, *curated*, *exclusive*), the translated captions strengthen premium brand associations and emotional positioning.

Similarly, the poetic caption "Mekar dengan anggun, penuh makna" → "Blooming gracefully, filled with meaning" reflects the maintenance of aesthetic identity across languages. This aligns with Aaker's (1997) concept of brand personality, particularly dimensions of sophistication and sincerity. The preservation of elegance in translation ensures consistency in brand character representation.

Thus, translation operates as a semiotic tool for maintaining brand personality coherence across linguistic markets.

3.5.2 Localization Strategy and Translation Theory

The dominance of amplification (41%) and modulation (23%) indicates a preference for adaptive translation strategies rather than literal equivalence. This aligns with Venuti's (1995) notion of domestication, where translation adapts to target audience expectations to enhance readability and cultural resonance.

In the Valentine promotional example, the English caption adds emotional elaboration that resonates with global digital marketing discourse. Meanwhile, the poetic caption maintains stylistic equivalence to preserve aesthetic value. This selective strategy demonstrates strategic flexibility in translation application.

The findings suggest that translation choices are guided by branding objectives rather than structural fidelity, reinforcing the idea that digital translation in marketing contexts is inherently functional and audience-oriented.

3.5.3 Managerial Functions in Translation Practice

From a managerial perspective, the study confirms that translation is embedded within classical management functions: Planning: Selection of posts for bilingual publication, particularly high-impact campaigns. Organizing: Clear role distribution (content drafting, translation, review) and vocabulary control. Controlling: Internal revision and engagement-based evaluation.

This structured approach aligns with general management theory, where planning, organizing, and controlling functions ensure strategic goal alignment. Translation is not outsourced or random; it is supervised to maintain tone consistency and premium positioning.

The engagement data (15% higher interaction for bilingual posts) further justify managerial investment in translation. This supports the argument that language adaptation contributes to expanded market reach and enhanced professionalism perception.

3.5.4 Implications for SMEs in Digital Branding

Most prior branding and localization research focuses on multinational corporations. However, this study demonstrates that SMEs can implement structured translation management even with limited resources. Internal review mechanisms and controlled vocabulary strategies allow SMEs to maintain brand consistency without professional translation agencies. The case of Bless Flower Bar suggests that effective translation management can enhance perceived global readiness, professionalism, and premium identity key components of brand image in digital marketplaces.

3.5.5 Overall Interpretation

The discussion confirms that digital content translation at Bless Flower Bar operates at the intersection of language strategy and managerial control. Amplification and modulation techniques are deliberately selected to reinforce emotional branding, while poetic equivalence preserves aesthetic brand identity. Translation, therefore, functions as: A branding mechanism (strengthening associations and personality); A localization strategy (adapting to target audience expectations); A managerial tool (planned, organized, supervised, and evaluated). By integrating translation management within digital marketing processes, the brand enhances its image as professional, premium, and internationally oriented.

4. CONCLUSION

This study examined the management of digital content translation in enhancing brand image at Bless Flower Bar. The findings demonstrate that translation is not treated as a mere linguistic activity but as a strategically managed branding instrument embedded within digital marketing practices. Bilingual content is selectively planned, particularly for premium collections and seasonal campaigns, and translation techniques such as amplification and modulation are deliberately applied to strengthen emotional appeal and reinforce premium brand positioning. Meanwhile, aesthetic captions employ stylistic equivalence to preserve brand elegance and poetic identity. From a managerial perspective, translation is integrated into core management functions: planning, organizing, implementing, and monitoring. The structured workflow drafting, translation, and internal review ensures brand voice consistency across languages. Engagement data further indicate that bilingual posts generate higher interaction rates and broader audience reach, contributing to perceptions of professionalism and international readiness. Overall, the study confirms that effective translation management contributes significantly to brand image construction by strengthening brand associations, maintaining personality coherence, and expanding digital market visibility. Despite these contributions, this study has several limitations. The research focuses on a single SME case study and analyzes a limited number of digital posts within a short observation period. As a result, the findings may not fully represent translation practices across different industries or larger organizations. Additionally, the analysis mainly examines textual translation strategies and managerial processes without extensively investigating audience perception through direct consumer data. Future research may expand this study by examining multiple SMEs or comparing translation management practices across different industries and digital platforms. Further studies could also integrate quantitative approaches, such as audience surveys or engagement analytics, to explore how translated digital content directly influences consumer perception, brand trust, and purchasing behavior.

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