Microsoft

Indonesian Localization Style Guide

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1 Welcome



Welcome to the *Microsoft Localization Style Guide* for Indonesian. This guide will help you understand how to localize Indonesian content in a way that best reflects the Microsoft voice.

Before you dive in:

- Make sure you understand the key tenants of the Microsoft voice.
- Familiarize yourself with the recommended style references in Indonesian.

1.1 Reference material

Unless this style guide or Microsoft Terminology - Globalization | Microsoft Learn provides alternative instructions, use the orthography, grammar, and terminology in the following publications.

Normative references

Adhere to these normative references. When more than one solution is possible, consult the other topics in this style guide for guidance.

1. Kamus Besar Bahasa Indonesia. 2016. Edisi Kelima. Badan Pengembang dan Pembinaan Bahasa (KBBI Daring)
2. Pedoman Umum Ejaan Bahasa Indonesia. 2016. Badan Pengembangan dan Pembinaan Bahasa
3. Pedoman Umum Pembentukan Istilah. 2007. Edisi Ketiga. Pusat Bahasa
4. Tata Bahasa Baku Bahasa Indonesia. 2017. Edisi Keempat. Badan Pengembangan dan Pembinaan Bahasa
5. Glosarium Daring

Informative references

These sources may provide supplementary and background information.

1. id.wikisource.org
2. id.wikipedia.org

2 Microsoft voice

Microsoft's brand personality comes through in our voice and tone—what we say and how we say it. The design renaissance across Microsoft products, services, and experiences hinges on crisp simplicity.

Three principles form the foundation of our voice:

- **Warm and relaxed**: We're natural. Less formal, more grounded in honest conversations. Occasionally, we're fun. (We know when to celebrate.)
- **Crisp and clear**: We're to the point. We write for scanning first, reading second. We make it simple above all.
- **Ready to lend a hand**: We show customers we're on their side. We anticipate their real needs and offer great information at just the right time.

The Microsoft voice targets a broad set of users from technology enthusiasts and casual computer users. Although content might be different for different audiences, the principles of Microsoft voice are the same. However, Microsoft voice also means keeping the audience in mind. Choose the right words for the audience: use technical terms for technical audiences, but for consumers use common words and phrases instead.

These key elements of Microsoft voice should also extend across Microsoft content for all language locales. For each language, the specific choices in style and tone that produce Microsoft voice are different.

2.1 Choices that reflect Microsoft voice

Translating Indonesian in a way that reflects Microsoft voice means choosing words and grammatical structures that reflect the same style as the source text. It also means considering the needs of the audience and the intent of the text.

The general style should be clear, friendly and concise. Use language that resembles conversation observed in everyday settings as opposed to the formal, technical language that is often used for technical and commercial content.

When you are localizing source text written in Microsoft voice, **feel free to choose words that aren't standard translations** if you think that's the best way to stay true to the intent of the source text.

Because Microsoft voice means a more conversational style, literally translating the source text may produce target text that is not relevant to customers. To guide your translation, consider the intent of the text and what the customer needs to know to successfully complete the task.

2.1.1 Word choice

Terminology

Use approved terminology from Microsoft language resources, for example for key terms, technical terms, and product names.

Short word forms and everyday words

Microsoft voice text written in US English prefers the short, simple words spoken in everyday conversations. In English, shorter words are generally friendlier and less formal. Short words also save space on screen and are easier to read quickly. Precise, well-chosen words add clarity, but it is important to be intentional about using everyday words that customers are accustomed to.

In Indonesian, shorter words are preferred in daily conversations. These shorter forms can be the abbreviations of the intended words or phrase, or they can be the roots of the intended words or phrases. For example, instead of saying "membutuhkan," it is simpler to say "butuh."

en-US source term	Indonesian word	Indonesian word usage
cellular phone	telepon selular	ponsel
need	membutuhkan, memerlukan	butuh, perlu

2.1.2 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone.

Similarly, some words or phrases in Indonesian should to be avoided because of their high level of formality and/or their lack of popularity, i.e. instead of using formal but unpopular terms, for example, it is preferable to use less formal but more popular terms.

The following table lists some of Indonesian words or phrases to avoid and their equivalent words or phrases that more reflect Indonesian Microsoft Voice.

en-US source	Indonesian word to avoid	Indonesian word/phrase
Please	Tolong, mohon, silakan	Simply remove those kinds of word.
It is recommended	Disarankan	Sebaiknya
Update	Pemutakhiran, mutakhirkan	Pembaruan, perbarui
How to	Bagaimana caranya	Cara
How much	Berapa banyak	Berapa, jumlah

2.2 Sample Microsoft voice text

The source and target phrase samples in the following sections illustrate the intent of the Microsoft voice.

2.2.1 Focusing on the user action

US English	Indonesian target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	Kata sandi salah, coba lagi. Kata sandi peka huruf besar-kecil.	The user has entered an incorrect password so provide the user with a short and friendly message with the action to try again.
This product key didn't work. Please check it and try again.	Kunci produk ini tidak berfungsi. Periksa, lalu coba lagi.	The user has entered incorrect product key. The message casually and politely asks the user to check it and try again.
All ready to go	Siap digunakan.	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	Lanjutkan?	Use of the second person pronoun "you" to politely ask the user if they would like to continue.
Give your PC a name—any name you want. If you want to change the background color, turn high contrast off in PC settings.	Beri nama PC sesuai keinginan. Jika Anda ingin mengubah warna latar, nonaktifkan kontras tinggi di pengaturan PC.	Address the user directly using second person pronoun to take the necessary action.

2.2.2 Explanatory text and providing support

US English	Indonesian target	Explanation
The updates are installed, but Windows 11 Setup needs to restart for them to work. After it restarts, we'll keep going from where we left off.	Pembaruan telah terinstal, tetapi Konfigurasi Windows 11 harus diaktifkan ulang agar berfungsi. Setelah diaktifkan ulang, kami akan melanjutkan penginstalannya.	The language is natural, the way people talk. In this case voice is reassuring, letting the user know that we're doing the work. Use of "we" provides a more personal feel.
If you restart now, you and any other people using this PC could lose unsaved work.	Jika diaktifkan ulang sekarang, pekerjaan Anda dan orang lain yang menggunakan PC ini dan belum disimpan dapat terhapus.	Voice is clear and natural informing the user what will happen if this action is taken.
This document will be automatically moved to the right library and folder after you correct invalid or missing properties.	Dokumen ini akan secara otomatis dipindahkan ke pustaka dan folder yang tepat setelah Anda mengoreksi properti yang tidak valid atau tidak ada.	Voice talks to the user informatively and directly on the action that will be taken.
Something bad happened! Unable to locate downloaded files to create your bootable USB flash drive.	Terjadi masalah! Kami tidak dapat menemukan file yang diunduh untuk membuat USB flash drive yang dapat di-boot.	Without complexity and using short sentences inform the user what has happened.

2.2.3 Promoting a feature

US English	Indonesian target	Explanation
Picture password is a new way to help you protect your touchscreen PC. You choose the picture—and the gestures you	Sandi gambar merupakan cara baru untuk melindungi PC layar sentuh. Pilih gambar, dan gerakan yang akan	Promoting a specific feature with the use of em-dash to emphasis the specific

use with it—to create a password that's uniquely yours.	digunakan, untuk membuat sandi khusus Anda.	requirements to enable the feature which in this case is picture password.
Let apps give you personalized content based on your PC's location, name, account picture, and other domain info.	Biarkan aplikasi memberikan konten yang dipersonalisasi berdasarkan lokasi, nama, foto akun, dan info domain PC lainnya.	Promoting the use of apps. Depending on the context of the string we can add some more familiarity to the text by using everyday words for e.g. PC.

2.2.4 Providing how-to guidelines

US English	Indonesian target	Explanation
To go back and save your work, click Cancel and finish what you need to.	Untuk kembali dan menyimpan pekerjaan, klik Batal dan selesaikan yang diperlukan.	Short and clear action using second person pronoun.
To confirm your current picture password, just watch the replay and trace the example gestures shown on your picture.	Untuk mengkonfirmasi sandi gambar aktif, lihat pemutaran ulang dan ikuti gerakan contoh yang ditampilkan pada gambar Anda.	Voice is simple and natural. The user isn't overloaded with information; we tell them only what they need to know to make a decision.
It's time to enter the product key. When you connect to the Internet, we'll activate Windows for you.	Saatnya memasukkan kunci produk. Bila Anda tersambung ke Internet, kami akan mengaktifkan Windows untuk Anda.	Speak to the user directly and naturally using second person pronoun "you" on clear actions to enter the product key.

3 Inclusive language

Microsoft technology reaches every part of the globe, so it's critical that all our communications are inclusive and diverse. These guidelines provide examples on how to use inclusive language and avoid habits that may unintentionally lead to marginalization, offense, misrepresentation, or the perpetuation of stereotypes.

General guidelines

Comply with local language laws.

Use plain language. Use straightforward, concrete, and familiar words. Plain and accessible language will help people of all learning levels and abilities. Some examples include using a two-syllable word over a three-syllable word or several clear words instead of one complicated term or concept.

Be mindful when you refer to various parts of the world. If you name cities, countries, or regions in examples, make sure they're not politically disputed. In examples that refer to several regions, use equivalent references—for example, don't mix countries with states or continents.

In text and images, represent diverse perspectives and circumstances. Depict a variety of people from all walks of life participating fully in activities. Show people in a wide variety of professions, educational settings, locales, and economic settings.

Don't generalize or stereotype people by region, culture, age, or gender, not even if the stereotype is positive. For example, when representing job roles, choose names that reflect a variety of gender identities and cultural backgrounds.

Don't use profane or derogatory terms.

Don’t use slang that could be considered cultural appropriation.

Don't use terms that may carry unconscious racial bias or terms associated with military actions, politics, or controversial historical events and eras.

Use this	Not this	Use this	Not this
English examples		**Target examples**	
Chinese	Chink	Tiongkok, orang (keturunan) tionghoa	Cina, Chindo, Cokin
People of color	Black people, negro, nigga	Orang berkulit gelap, orang kulit berwarna	Negro
parent	mother or father	orang tua	ayah, ibu
Transgender, transgender man, transgender woman	Tranny, she-male	Transgender, transpria, transpuan, waria	Banci, bencong

3.1 Avoid gender bias

Gender in Indonesian language: overview

Indonesian language is not gender biased in general. For example, the third person pronoun "dia" can be either "he" or "she." In English, there are gender-specific words that describe roles, such as "headmaster" and "headmistress," "chairman" and "chairwoman," etc. The translations in Indonesian are simply "kepala sekolah" and "ketua" respectively. They apply to both genders. However, in some words, especially profession names, gender is distinguishable from the suffix.

Words ending with suffix "-wan" or "-man" are used for male or people in general, while words ending with "-wati" are used for female.

Words ending with allomorph "-a" refer to a male, while otherwise words ending with allomorph "-i" refer to female.

Example:

en-US source	Indonesian target
employee	karyawan (for male or generic) karyawati (for female)
journalist	wartawan (for male or generic) wartawati

brother	saudara (for male or generic) saudari (for female)
flight attendant	pramugara (for male) pramugari (for female)

Guidelines to avoid gender bias

Use gender-neutral alternatives for common terms. Avoid the use of compounds containing gender-specific terms.

The table below contains examples of gender-biased words or compounds that should be avoided in Indonesian and the alternative that should be used to promote gender-inclusivity.

Use this	Not this	Comments
Target examples		
perawat	suster	'perawat' can be male or female
pegawai	karyawan, karyawati	'pegawai' encompasses any genders
polisi	polwan	'polisi' can be male or female

When presenting generalization, use common noun forms (for example, *orang*, *individu*, etc.).

Note: Gender-neutral language should be used in new products and content going forward, but it's acceptable that we don't update all existing or legacy material.

3.2 Accessibility

Microsoft devices and services empower everyone, including people with disabilities, to do the activities they value most.

Focus on people, not disabilities. Don't use words that imply pity, such as *cacat* atau *penderita*. The preferred option is not to mention a disability unless it's relevant.

Use this	Not this	Use this	Not this
English examples		**Target examples**	
person with a disability	handicapped, blind person, deaf person	penyandang disabilitas, penyandang ketunaan, difabel, tunanetra, tunarungu, tunawicara, tunadaksa, tuna grahita	penderita disabilitas, penyandang cacat, orang buta, orang tuli, orang bisu, orang cacat fisik, orang cacat mental
person without a disability	normal person; healthy person	orang nondisabilitas, non-penyandang disabilitas, orang tanpa disabilitas	orang normal, orang sehat, orang tidak cacat
autistic	suffers from austism	orang autis	penderita autisme

Use generic verbs that apply to all input methods and devices. In procedures and instructions, avoid verbs that don't make sense with alternative input methods used for accessibility.

Use this	Not this	Use this	Not this
English examples		**Target examples**	
Select	Click	Pilih	Klik

Keep paragraphs short and sentence structure simple—aim for one verb per sentence. Read text aloud and imagine it spoken by a screen reader.

Spell out words like *dan, plus,* dan *sekitar*. Screen readers can misread text that uses special characters like the ampersand (&), plus sign (+), and tilde (~).

4 Language-specific standards

This part of the style guide contains information and guidelines specific to Indonesian.

4.1 Grammar, syntax and orthographic standards

This section includes information on how to apply the general language and syntax rules to Microsoft products, online content, and documentation.

4.1.1 Abbreviations

Common abbreviations

You might need to abbreviate some words in the UI (mainly buttons or options names) due to lack of space. This can be done in the following ways:

1. Omit the vowels.
2. Use the first syllable.

English example	Indonesian Example
Delete—Del	Hapus - Hps
Synchronize—Sync	Sinkronkan - Sinkr

The following table lists common Indonesian expressions and their associated, acceptable abbreviations.

Indonesian example	Acceptable abbreviation
dan lain-lain	dll.
dan seterusnya	dst.
halaman	hlm.
dan sebagainya	dsb.

Additional guidelines:

- Use a non-breaking space (CTRL+SHIFT+SPACEBAR) in any abbreviation.
- If non-breaking spaces cannot be used (in Help files, for example) it is also acceptable to write these abbreviations without a space to avoid having one letter move to the beginning of the next line.

Don't abbreviate such words as copyrighted or trade mark names.

4.1.2 Acronyms

Acronyms are words made up of the initial letters of major parts of a compound term. Some well-known examples are WYSIWYG (What You See Is What You Get), DNS (Domain Name Server) or HTML (Hypertext Markup Language).

Acronyms are written with capital letters. Some acronyms such as Laser have become common nouns, and are treated such.

Localized acronyms

An English acronym can be localized either into another acronym or abbreviation in Indonesian. Two other options is by leaving the original acronym untranslated (if it has been widely recognized by the reader) and by adding some descriptions (if it has no equal terms in Indonesian). The following table lists some example of acceptable localized acronyms in Indonesian.

en-US source	Indonesian target
UN	PBB
USA	AS
AD	M
BC	SM
ASEAN	Perbara; or simply ASEAN
LASER	LASER
a.m.	dini hari/pagi/siang (depending on the time)
p.m.	siang/sore/malam (depending on the time)
i.e.	yaitu, yakni
e.g.	misalnya, contohnya, mis., cth.

In some occasions, an English word or phrase can be localized into an Indonesian acronym or abbreviation for two reasons:

1. Making the target text shorter and simpler;

2. The Indonesian acronym or abbreviation is more popular or acceptable to the readers.

The following table lists some examples of English words or phrases that may be localized into Indonesian acronyms or abbreviations:

en-US source	Indonesian target
drugs	narkoba
people with AIDS	OHIDA
General Shareholder Meeting	RUPS
Anniversary of	HUT

Unlocalized acronyms

If an acronym must remain in English throughout a manual or other text, the first time it occurs, write its acronym in English in normal style followed in parentheses by the full form and its Indonesian equivalence.

Example:

en-US source	Indonesian target
AP	AP (Access Point/Titik Akses)
POS	POS (Point of Sale/Titik Penjualan)
UI	UI (User Interface/Antarmuka Pengguna)

4.1.3 Adjectives

In Indonesian, adjectives should be handled in the following manner.

1. Adjective predicate following the law of "described - description" in contrary with English. For example:
   a. (+) Tas merah (tas = bag, merah = red) This is a red bag
   b. (+) Tas merah besar mahal (besar = big, mahal = expensive) This is a red big expensive bag
2. Particle "yang," although optional, may be used to avoid ambiguity.

3. For example:
   a. (+) Buku hitam *yang* usang (buku = book, hitam = black, using = old) This is an old black book
   b. (+) Tas merah *yang* besar *dan* mahal (besar = big, mahal = expensive) This is a red big expensive bag

The position of each adjective can be interchanged, not necessarily like the sample.

Possessive adjectives

The frequent use of possessives is a feature of English language. However in Indonesian, possessive adjectives are handled in the following manner.

Possessive adjectives follow the law of "described—description" in contrary with English. For example:

a. (+) Bukumu/Buku Anda (buku = book, (ka)mu/Anda = your) Your book
b. (+) Tasnya/Tas dia (tas = bag, -nya/dia = his/her) His/Her bag

4.1.4 Articles

General considerations

The most popular used article in Indonesia is "para" to indicate the plurality of human-related nouns. Example:

en-US source	Indonesian target
users	*para* pengguna
operators	*para* operator
instructors	*para* instruktur

4.1.5 Capitalization

If the first word in the English source string is capitalized, the corresponding first word in the target language should also be capitalized. If the word in the English source string is

not capitalized, the corresponding first word in the target language should also not be capitalized, unless language-specific rules specify different capitalization. In German, for instance, any noun is spelled upper-case and a noun in phrase-initial position would always be capitalized, even if the English source string begins with a lower-case noun.

Some strings are concatenated "at run-time" and you will occasionally find strings that seem to lack a subject or simply start in the middle. Be careful not to start such strings with an upper-case letter, unless the spelling rules of your language require it.

English example	Indonesian example
unknown software exception\r\n	(+) pengecualian perangkat lunak yang tak diketahui \r\n
acquired	(+) diperoleh
Edit...	(+) Edit…

Many more nouns and verbs are capitalized in the English source string than would normally be expected. You should not try to mimic the capitalization in the source strings, but use your knowledge of the spelling conventions of Indonesian to decide which words in a string to capitalize and which to leave lower-case. Over-capitalization is awkward and leads to inconsistencies in the UI.

In the English software products, the first letter of a term (or first letter of each word in a term) in menu titles, commands, options, etc. is in upper case. In the Indonesian translation, if they are translated with more than one word, the first letter of each word in the term in such circumstances should be capitalized.

English example	Indonesian example
Undo	Batalkan
Update	Mutakhirkan/Perbarui
Save As	Simpan Sebagai
Select All	Pilih Semua

However, if these terms are used in a context or as messages, only the first letter of the first word should be capitalized.

English example	Indonesian example
Save as Word document.	Simpan sebagai dokumen Word.

Proper nouns and copyrighted product names should always be capitalized.

English example	Indonesian example
Azure Active Directory	Azure Active Directory
Microsoft	Microsoft
Microsoft Teams	Microsoft Teams

Should an English noun be capitalized in the source string and be translated by two words in the target language, be consistent in capitalizing either both words or neither word, or capitalize one word and not the other. Be consistent in the application of spelling rules.

4.1.6 Compounds

Generally, compounds should be understandable and clear to the user. Overly long or complex compounds should be avoided. Keep in mind that unintuitive compounds are ultimately an intelligibility and usability issue.

In Indonesian language, there are three methods of compounds writing:

- Compounds may be written separately such as "model linear" and "kambing hitam"
- Compounds that can raise the misundestanding are written using hypen to clarify the meaning between two elements such as "buku sejarah-baru" and "mesin-hitung tangan"
- Compounds may be written jointly such as "matahari" and "olahraga"

Example:

en-US source	Indonesian target
Internet Accounts	Akun Internet

4.1.7 Conjunctions

For en-US Microsoft voice, use of conjunctions is another way to help convey a conversational tone. Starting a sentence with a conjunction can be used to convey an informal tone and style.

In informal speech in Indonesian, conjunctions may be used in the beginning of a sentence for friendlier and less-formal tone.

en-US source text	Indonesian old use of conjunctions	Indonesian new use of conjunctions
And finally, we need to find out a few things about the new IIS Virtual Server we will create...	Terakhir, kami perlu mendapatkan beberapa informasi tentang IIS Virtual Server baru yang akan kami ciptakan...	Dan terakhir, kami perlu mengetahui beberapa informasi tentang IIS Virtual Server baru yang akan dibuat...
But you will have to create an account first.	Namun demikian, Anda harus membuat akun terlebih dahulu.	Namun, Anda harus membuat akun terlebih dulu.
Or, you can click Send button.	Anda juga dapat mengeklik tombol Kirim.	Atau, Anda dapat mengeklik tombol Kirim.

4.1.8 Contractions

For en-US Microsoft voice, the use of contractions helps to convey a conversational tone and are used whenever possible.

en-US long form	en-US contracted form
Do not	Don’t

Indonesian modern voice uses only a few contractions to convey the modern voice. However, it must be used carefully so that it will not become too informal. 'se-' is normally used even in formal tone.

en-US source text	Indonesian long form	Indonesian contracted form
one	satu	se-
no, not	tidak	tak

4.1.9 Localizing colloquialism, idioms, and metaphors

The Microsoft voice allows for the use of culture-centric colloquialisms, idioms and metaphors (collectively referred to "colloquialism").

Choose from the following options to express the intent of the source text appropriately.

- Do not attempt to replace the source colloquialism with an Indonesian colloquialism that fits the same meaning of the particular context unless it is a perfect and natural fit for that context.
- Translate the *intended meaning* of the colloquialism in the source text (as opposed to literally translating the original colloquialism in the source text), but only if the colloquialism's meaning is an integral part of the text that can't be omitted.
- If the colloquialism can be omitted without affecting the meaning of the text, omit it.

en-US source	Indonesian target
What's up?	Apa kabar?
gonna	*akan*
wanna	*ingin*

4.1.10 Modifiers

In Indonesian localized text you often need to translate modifiers into different part of speeches, for example, modifiers can be translated as a meaning of verb, subjective complement, adverb, and etc, for better readability.

Example:

en-US source	Indonesian target
How to create a new file	(+) Cara membuat file baru (-) Bagaimana membuat file baru (-) Bagaimana cara membuat file baru

4.1.11 Nouns

General considerations

If the choice of noun class is left up to you, ensure that you provide consistent translations within the Microsoft product.

Example:

en-US source	Indonesian target
Delete it from server.	Hapus dari server.
Enter a password to log into the server	Masukkan kata sandi untuk masuk ke server
DNS cannot resolve the server IP address	DNS tidak dapat mengatasi alamat IP server
Verify the name of the server's certificate	Verifikasi nama sertifikat server

Plural formation

Generally, plural forms in Indonesian is marked by repetition, either partial or full. However, this is not always necessary, as the original form of the noun itself in Indonesian is considered generic, i.e. can refer to either plural or singular. For human-related nouns, article "para" may be used.

Example:

en-US source	Indonesian target
viruses	virus
bushes	rerumputan
users	para pengguna

4.1.12 Prepositions

Be aware of proper preposition use in translations. Many translators, influenced by the English language, omit them or change the word order.

For the Microsoft voice, use of prepositions is another way to help convey a casual or conversational tone. Starting or ending a sentence with a preposition is acceptable practice in conveying Microsoft voice.

Indonesian has locative prepositions and non-locative prepositions.

Locative prepositions indicate position and direction.

Source Text Expression	Indonesian Expression	Comment
Click here to open link to Microsoft website	(+) Klik di sini untuk membuka link ke situs web Microsoft	Ke (to)—indicates movement toward a place. It is often coupled with the word "pergi," which means to go. When the following noun refers to a person, "ke" is replaced by "kepada"(to).

The downloaded files are placed in the Documents folder	(+) File unduhan disimpan di Dokumen	
The sync will take place at three o'clock.	(+) Sinkronisasi akan dijalankan pada jam tiga.	di (in, at, on)—indicates that the action occurs in the place indicated by the following noun; there is no movement. It is also used for some references to time. The word "pada" is usually used instead of "di" when location in time is referred to. "Pada" is also used in other contexts of figurative space.
This XLSX file is taken from the user directory.	(+) File XLSX ini diambil dari direktori pengguna.	
Click here to open link to Microsoft website	(+) Klik di sini untuk membuka link ke situs web Microsoft	dari (from)—indicates movement from or the origin of something. It is also used for figurative direction away.

4.1.13 Pronouns

A pronoun stands for a noun when it is clear who or what is being spoken about. There are four types of pronoun:

- Demonstrative pronouns (ini, itu)
- Personal pronouns (saya, Anda, mereka, kami, kita)
- Indefinite pronouns (seseorang, sesuatu, siapa saja, kapan saja)
- Number pronouns

Example:

en-US source	Indonesian target	Comment
Everything about Microsoft is always interesting.	(+) Segala sesuatu tentang Microsoft selalu menarik.	

I told someone to meet them.	(+) Saya menyuruh seseorang untuk menjemput mereka.	The pronouns "seseorang" and "sesuatu" correspond to English "someone" and "something" respectively. The phrase "segala sesuatu" refers to all the things being discussed without them being named individually.

4.1.14 Punctuation

This section explains how to use Indonesian-specific punctuation in place of the US-English punctuation found in the source interface and content.

Please follow the following basic rules for the use of punctuation marks in Indonesian. If your language uses a character set that is based on the Latin alphabet, make sure to include a space after commas and periods.

Indonesian script is based on Latin alphabet, every rule for commas and other common punctuation marks is the same as in Latin script.

Generally punctuation conventions in Indonesian are identical to those in English, except in the case of series of adjectives, which are generally punctuated with commas in English but not in Indonesian. Thus translators should follow the punctuation in the English text, but leave series of adjectives unpunctuated if they arise. Besides, comma in Indonesian is used as decimal separators, while period is used as thousand separators.

Comma

US English uses a period as the decimal separator, while many other languages use a comma. In Indonesian a **comma** is used. Do not use a space for this purpose as a space separates the numeral from the abbreviation.

In paper sizes (the last example in the table below) the decimal separator and the abbreviation "in" for inches are kept, since the sizes are US norms and should be represented accordingly.

English example	Indonesian example
5.25 cm	(+) 5,25 cm
5 x 7.2 inches	(+) 5 x 7,2 inci

English example	Indonesian example
Letter Landscape 11 x 8.5 in	(+) Lanskap Letter 11 x 8,5 inci

For thousands, English uses a comma while many other languages use a period (at Microsoft we normally do not use a space for this purpose, but we use a period instead to avoid wrapping problems). In Indonesian a **period** is used.

English example	Indonesian example
1,526	(+) 1.526
$ 1,526.75	(+) $1.526,75

Colon

Indonesian script is based on Latin alphabet; every rule for commas and other common punctuation marks is the same as in Latin script. The use of colon in Indonesian is to indicate an expansion of an idea or to introduce a set of items. Colons should also directly follow the preceding word (with no space). Do not use colons at the end of headings or to introduce a table or graph set in text matter.

Example:

1. (+) Catatan:

2. (+) Perangkat yang harus disiapkan: pencetak, kabel USB, dll.

You don’t need to use colon to mention verbs/action.

Example:

(-) Dari menu Edit, Anda dapat: menghapus, menggunting, dan menempel teks.

(+) Dari menu Edit, Anda dapat menghapus, menggunting, dan menempel teks.

Dashes and hyphens

Three different dash characters are used in English:

Hyphen

The hyphen is used to divide words between syllables, to link parts of a compound word, and to connect the parts of an inverted or imperative verb form.

Example:

1. (+) Kupu-kupu

2. (+) saling-silang

En dash

The en dash is used as a minus sign, usually with spaces before and after.

Example:

(+) – 10 ^{0}C

The en dash is also used in number ranges, such as those specifying page numbers. No spaces are used around the en dash in this case. En-dashes are used to punctuate sentences in a similar way to colons, commas or brackets and to join coordinate or contrasting pairs (for example: Rally Paris–Dakar). These are not subject to hyphen rules. They are also used as shorthand for the word "to" (or "through"), as in (+) "langkah 3–6," (+) $140–170, or (+) 1914–18.

Em dash

The em dash should only be used to emphasize an isolated element or introduce an element that is not essential to the meaning conveyed by the sentence. In most cases where English uses dashes, commas or parentheses will suffice in the Indonesian.

English example	Indonesian example
Each table in your database should store facts about a single subject—about customers, for example, or products.	(+) Setiap tabel di database Anda harus menyimpan fakta tentang subjek tunggal, misalnya pelanggan atau produk.

Ellipses (suspension points)

Ellipses are made up of three dots only. There is a space after the dots. Use for omitted material or for a longer pause than a dash.

Example:

(+) Menghapus...

Period

No further full stop is required if a sentence ends with an abbreviation that takes a full stop (for example: "dll.") or a quotation complete in itself that ends in a full stop, question mark, or exclamation mark before the final quotes.

Example:

(+) Anda dapat menggunakan berbagai fitur editing seperti salin, tempel, hapus, dll.

Quotation marks

Please follow the following basic rules for the use of quotation marks in Indonesian.

In Indonesia, quotation marks are represented as "...". If there is a quotation mark in a quotation mark, then it should be written as '...'.

Example:

English example	Indonesian example
Click the "Next" button to install this software.	(+) Klik tombol "Berikutnya" untuk menginstal perangkat lunak ini.

Parentheses

In English, there is no space between the parentheses and the text inside them just as in Indonesian.

Example:

English example	Indonesian example
(software)	(+) (perangkat lunak)
(eg. Printer, USB cable, etc.)	(+) (misalnya, Printer, Kabel USB, dll.)

4.1.15 Sentence fragments

For the Microsoft voice, use of sentence fragments helps convey a conversational tone. They are used whenever possible as they are short and to the point. Sentence fragments can be used as in presentation or giving direction to convey the Indonesian modern voice.

US English source text	Indonesian long form	Indonesian sentence fragment
You can use these features to:	Anda dapat menggunakan fitur ini untuk:	Dengan fitur ini, Anda dapat
Use the following steps.	Ikuti langkah-langkah berikut	Caranya
You can visit	Anda dapat mengunjungi	Kunjungi
For more information	Untuk informasi lebih lanjut	Selengkapnya
Do you wish to continue?	Anda ingin melanjutkan?	Lanjutkan?

4.1.16 Split infinitive

Be careful not to translate split infinitives literally. You can use periphrases or explicit verbs to express the meaning of split infinitives.

Example:

English example	Indonesian example
We expect out output to more than double this year.	(+) Kami mengharapkan hasil lebih dari dua kali lipat tahun ini.

4.1.17 Subjunctive

Subjunctive constructions in Indonesian are quite complicated. Avoid using them as much as possible. Use active voice and indicative or imperative instead. Sentences will be clearer this way.

Example:

English example	Indonesian example
Click here **so that you can view** this page.	(+) Klik di sini **untuk menampilkan** halaman ini. (-) Klik di sini **sehingga Anda dapat menampilkan** halaman ini.

4.1.18 Symbols & nonbreaking spaces

Indonesian mostly use the same symbols in English.

Example:

#, @, *

In HTML coding, the non-breaking space ( ) is a character entity which can create white space between words or web page elements, or stop the browser from breaking a line in the wrong place.

Use non-breaking spaces in the following instances:

- Between chapitre or annexe and its number or letter.
- As a thousand separator.
- Between a unit of measure or currency and the number that goes with it.
- Between any items that should not be divided onto separate lines.

N.B. Non-breaking spaces sometimes cause problems for Table of Contents generation if they are used in online help topic titles. Non-breaking spaces can be used everywhere else in online help topics

Example:
(+) Bab 1 : Penginstalan

Ampersand (&)

For the ampersand symbol - always translate “&” as “and” when it refers to running text. Do not keep “&” in the target, unless it is part of a tag, placeholder, shortcut or other type of code.

4.1.19 Verbs

Sometimes an English verb can be used as loan word in the target language. Such loan words usually follow the syntactic and morphological rules of the target language.

Example:

English example	Indonesian examples	Indonesian examples
export	(+) ekspor	(+) mengekspor
standard	(+) standar	(+) menstandarkan
global	(+) global	(+) globalisasi

Continuous operations are usually expressed in English with a gerund, which should be translated into Indonesian as a noun.

Example:

English example	Indonesian example
Printing	(+) Pencetakan

5 Localization considerations

Localization means that the translated text needs to be adapted to the local language, customs and standards.

The language in Microsoft products should have the "look and feel" of a product originally written in Indonesian, using idiomatic syntax and terminology, while at the

same time maintaining a high level of terminological consistency, so as to guarantee the maximum user experience and usability for our customers.

5.1 Accessibility

Accessibility options and programs are designed to make the computer usable by people with cognitive, hearing, physical, or visual disabilities.

Hardware and software components engage a flexible, customizable user interface, alternative input and output methods, and greater exposure of screen elements. Some accessible products and services may not be available in Indonesian-speaking markets. Please double-check with the appropriate resources.

General accessibility information can be found at https://www.microsoft.com/en-us/accessibility/.

5.2 Applications, products, and features

Application/product names are often trademarked or may be trademarked in the future and are therefore rarely translated. Occasionally, feature names are trademarked, too (e.g. IntelliSense™).

Version numbers

Version numbers always contain a period (e.g. Version 4.2). Please note the following punctuation examples of "Version x.x":

US English	Indonesian target
Microsoft Edge 94.0.992.47	Microsoft Edge 94.0.992.47

Version numbers are usually also a part of version strings, but technically they are not the same.

Translation of version strings

Product, feature and component names are often located in the so-called "version strings" as they appear in the software.

Version strings that contain copyright information should always be translated.

Example:

US English	Indonesian target
© 2022 Microsoft Corporation. All rights reserved.	Please refer to Microsoft Terminology - Globalization | Microsoft Learn to check the correct translations "All rights reserved" and "Microsoft Corporation".

5.3 Copilot predefined prompts

Copilot prompts are the instructions or questions you use to tell Copilot what you want it to do. You can ask Copilot to create or edit content, ask questions, summarize information, and catch up on things.

Across various Microsoft products, you will find an array of predefined prompts designed to guide users in creating, learning, and using Microsoft Copilot.

Best practices for the localization of Copilot predefined prompts

Copilot prompts are functional. It is crucial that the translations for Copilot predefined prompts are accurate, consistent, concise, natural, and use the appropriate tone of voice. Please remember that the quality of these translations can significantly influence Copilot responses or outcomes.

- **Be clear and specific**: English prompts are generally questions or requests starting with an action verb. Make sure the target prompts are natural questions or requests. Avoid using vague language. Use clear and specific phrases or keywords.
- **Keep it conversational**: Be consistent with Microsoft Voice principles. Use simple and natural language when translating prompts. Avoid adopting a tone that resembles a machine. Use a formal tone of voice and form of address when translating Copilot predefined prompts.
- **Be polite and professional:** Use kind and respectful language, as this helps foster collaboration and improves the AI's responsiveness and performance. Don't use slang and jargon.
- **Use quotation marks**: This helps Copilot know what to write, modify, or replace for the user.
- **Pay attention to punctuation, grammar, and capitalization**: Clear communication helps collaboration between Copilot and the user.
- **Pay attention to the placement of entity tokens**: An entity token is a placeholder that is used to trigger a pop-up menu in the UI to let customers choose an entity, such as a

file, contact, meeting, so that the prompt uses specific data from the specified entity. As with any other placeholder, an entity token is not localizable, and the position of the entity token should make sense in the target text syntax.

Entity token localization exception: Some prompts may be a display text (i.e., an example) and, in such cases, the entity token needs to be translated. Read the Dev comment carefully.
Exception example:
Source string: List key points from [file]
DevComment=Translate [file]

- **Be consistent**: Some English prompts are remarkably similar. Make sure to translate them consistently.

Source prompt	Target prompt
List ideas for a fun remote team building event	Buat daftar ide untuk acara membangun tim jarak jauh yang seru
What are the goals and topics from the meeting? Format each section with a bolded heading, a bulleted list, and bolded names	Apa saja tujuan dan topik rapat ini? Format setiap bagian dengan judul berhuruf tebal, daftar poin-poin, dan nama berhuruf tebal
Propose a new introduction to <entity type='file'>file</entity>	Ajukan pengantar baru pada <entity type='file'>file</entity>
What were the open issues from <entity type='meeting'>meeting</entity>?	Apa masalah yang terbuka dari <entity type='meeting'>rapat</entity>?
Give me ideas for icebreaker activities for a new team	Beri saya ide untuk kegiatan pencair suasana untuk tim baru
Create a list of <placeholder>color names inspired by the ocean</placeholder>	Buat daftar <placeholder>nama warna yang terinspirasi oleh laut</placeholder>

5.4 Trademarks

Trademarked names and the name Microsoft Corporation shouldn't be localized unless local laws require translation and an approved translated form of the trademark is available. A list of Microsoft trademarks is available for your reference at the following location: https://www.microsoft.com/en-us/legal/intellectualproperty/trademarks

5.5 Software considerations

This section provides guidelines for the localization of UI elements.

General guidelines

- Clarity and simplicity are the key considerations.
- Be as short as possible. Avoid unnecessary words.
- Keep in mind that different devices, sizes, and formats are used, and UI should fit all of them.
- Try to achieve cross-platform consistency in products used on different platforms, including the desktop, mobile, and cloud.

Every principle in the following sections may have an exception, based on the product, the specific experience, and the customer. Interpret the guidelines in the way that results in the best experience for the customer.

5.5.1 Arrow keys

The arrow keys move input focus among the controls within a group. Pressing the right arrow key moves input focus to the next control in tab order, whereas pressing the left arrow moves input focus to the previous control. Home, End, Up, and Down also have their expected behavior within a group. Users can't navigate out of a control group using arrow keys.

5.5.2 Error messages

Error messages are messages sent by the system or a program, informing the user of an error that must be corrected in order for the program to keep running. The messages can prompt the user to take action or inform the user of an error that requires rebooting the computer.

Considering the underlying principles of Microsoft voice, translators are encouraged to apply them to ensure target translation is more natural, empathetic and not robot-like.

English term	Correct Indonesian translation
Something went wrong	Terjadi kesalahan
Not enough memory to process this command.	Memori tidak cukup untuk memproses perintah ini.

Indonesian style in error messages

It is important to use consistent terminology and language style in the localized error messages, and not just translate them as they appear in the US product.

Standard phrases in error messages

When translating standard phrases, standardize. Note that sometimes the US uses different forms to express the same thing.

The phrases bellow commonly occur in error messages. When you are translating them, try to use the provided target phrases. However, feel free to use other ways to express the source meaning if they work better in the context.

Examples:

English	Translation	Complete sentence
Cannot ... Could not ...	Tidak dapat	Tidak dapat menghapus file
Failed to ... Failure of ...	Gagal	Gagal mengunduh file
Cannot find ... Could not find ... Unable to find ... Unable to locate ...	Tidak dapat menemukan	Tidak dapat menemukan file
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	Memori tidak cukup	Memori tidak cukup

... is not available ... is unavailable	... tidak tersedia	File tidak tersedia

Error messages containing placeholders

When localizing error messages containing placeholders, try to find out what will replace the placeholder. This is necessary for the sentence to be grammatically correct when the placeholder is replaced with a word or phrase. Note that the letters used in placeholders convey a specific meaning, see examples below:

%d, %ld, %u, and %lu means <number>

%c means <letter>

%s means <string>

Examples of error messages containing placeholders:

"Checking Web %1!d! of %2!d!" means "Checking Web <number> of <number>."

"INI file "%1!-.200s!" section" means "INI file "<string>" section."

5.5.3 Keys

In English, references to key names, like arrow keys, function keys and numeric keys, appear in normal text (not in small caps).

For the Indonesian translation, these kinds of references are usually left not translated with the same principle as above, except for arrow keys, which are translatable. Example:

English term	Correct Indonesian translation
Ctrl	Ctrl
Alt	Alt
Left Arrow	Panah Kiri

5.5.4 Keyboard shortcuts

Sometimes, there are underlined or highlighted letters in menu options, commands or dialog boxes. These letters refer to keyboard shortcuts, which help the user to perform tasks more quickly.

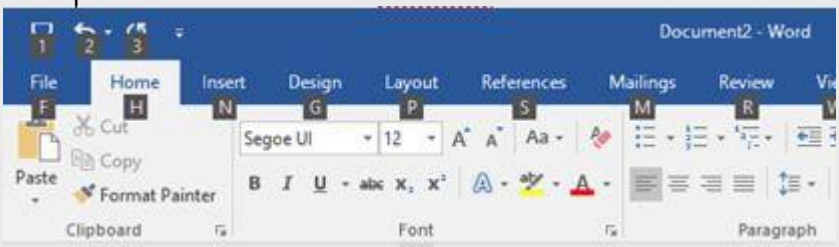
Examples:
New
Cancel
Options

"Keyboard shortcuts" are a combination of keys such as ALT+F or Ctrl+S that move the focus to a menu, command, or control, without using the mouse.

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
"Slim characters," such as I, l, t, r, f can be used as keyboard shortcuts	Yes	n/a
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts	No	n/a
Extended characters can be used as keyboard shortcuts	No	Indonesian language does not include any extended character.
An additional letter, appearing between brackets after item name, can be used as a keyboard shortcut	Yes	Not for "downstroked" character.
A number, appearing between brackets after item name, can be used as a keyboard shortcut	Yes	n/a
A punctuation sign, appearing between brackets after item name, can be used as a keyboard shortcut	Yes	n/a
Duplicate keyboard shortcuts are allowed when no other character is available	Yes	

No keyboard shortcut is assigned when no more characters are available (minor options only)	No	

Content writers usually just refer to “keyboard shortcuts” in content for a general audience. In localization, however, we distinguish the following terms:

Term	Usage
access key	A subtype of keyboard shortcut. A letter or number that the user types to access UI controls that have text labels. Access keys are assigned to top-level controls so that the user can use the keyboard to move through the UI quickly. Example: F in Alt+F Example in UI localization: H&ome In keyboard shortcuts, most access keys are used with the Alt key.
key tip	The letter or number that appears in the ribbon when the Alt key is pressed. In UI localization, the key tip is the last character present in the strings after the “`” character. Example: In UI localization Home`H 
shortcut key	A subtype of keyboard shortcut. A key that the user types to perform a common action without having to go through the UI. Shortcut keys are not available for every command. Example: Ctrl+N, Ctrl+V In keyboard shortcuts, most shortcut keys are used with the Ctrl key. Ctrl+letter combinations and function keys (F1 through F12) are usually the best choices for shortcut keys.

5.5.5 Numeric keypad

It is recommended that you avoid distinguishing numeric keypad keys from the other keys, unless it is required by a given application. If it is not obvious which keys need to be pressed, provide necessary explanations.

5.5.6 Shortcut keys

Shortcut keys are keystrokes or combinations of keystrokes used to perform defined functions in a software application. Shortcut keys replace menu commands and are sometimes given next to the command they represent. While access keys can be used only when available on the screen, shortcut keys can be used even when they are not accessible on the screen.

Standard shortcut keys

US Command	US English Shortcut Key	Indonesian Command	Indonesian Shortcut key
General Windows shortcut keys			
Help window	F1	Jendela Bantuan	F1
Context-sensitive Help	Shift+F1	Bantuan peka konteks	Shift+F1
Display pop-up menu	Shift+F10	Tampilkan menu sembul	Shift+F10
Cancel	Esc	Batal	Esc
Activate\Deactivate menu bar mode	F10	Aktifkan/Nonaktifan mode bilah menu	F10
Switch to the next primary application	Alt+Tab	Beralih ke aplikasi utama berikutnya	Alt+Tab
Display next window	Alt+Esc	Tampilkan jendela berikutkan	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	Tampilkan menu berikutnya	Alt+Spasi

Display pop-up menu for the active child window	Alt+-	Tampilkan menu sembul untuk jendela	Alt+-
Display property sheet for current selection	Alt+Enter	Tampilkan lembar properti untuk pilihan saat ini	Alt+Enter
Close active application window	Alt+F4	Tutup jendela aplikasi aktif	Alt+F4
Switch to next window within (modeless-compliant) application	Alt+F6	Beralih ke jendela berikutnya dalam aplikasi (kepatuhan tanpa mode)	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	Rekam gambar jendela aktif ke Clipboard	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	Rekam gambar desktop ke Clipboard	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	Akses tombol Mulai di bilah tugas	Ctrl+Esc
Display next child window	Ctrl+F6	Tampilkan jendela anak berikutnya	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	Tampilkan panel bertab berikutnya	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	Buka Manajer Tugas dan inisialisasi sistem	Ctrl+Shift+Esc
File Menu			
File New	Ctrl+N	Baru	Ctrl+N
File Open	Ctrl+O	Buka	Ctrl+O
File Close	Ctrl+F4	Tutup	Ctrl+F4
File Save	Ctrl+S	Simpan	Ctrl+S

File Save as	F12	Simpan Sebagai	F12
File Print Preview	Ctrl+F2	Pratinjau Cetak	Ctrl+F2
File Print	Ctrl+P	Cetak	Ctrl+P
File Exit	Alt+F4	Keluar	Alt+F4
Edit Menu			
Edit Undo	Ctrl+Z	Batalkan Pengetikan	Ctrl+Z
Edit Repeat	Ctrl+Y	Ulangi Pengetikan	Ctrl+Y
Edit Cut	Ctrl+X	Potong	Ctrl+X
Edit Copy	Ctrl+C	Salin	Ctrl+C
Edit Paste	Ctrl+V	Tempel	Ctrl+V
Edit Delete	Ctrl+Backspace	Hapus satu baris	Ctrl+Backspace
Edit Select All	Ctrl+A	Pilih Semua	Ctrl+A
Edit Find	Ctrl+F	Temukan	Ctrl+F
Edit Replace	Ctrl+H	Ganti	Ctrl+H
Edit Go To	Ctrl+G	Pergi Ke	Ctrl+G
Help Menu			
Help	F1	Bantuan	F1
Font Format			
Italic	Ctrl+I	Miring	Ctrl+I
Bold	Ctrl+B	Tebal	Ctrl+B
Underlined\Word underline	Ctrl+U	Garis Bawah	Ctrl+U
Large caps	Ctrl+Shift+A	Kapital besar	Ctrl+Shift+A

Small caps	Ctrl+Shift+K	Kapital kecil	Ctrl+Shift+K
Paragraph Format			
Centered	Ctrl+E	Tengah	Ctrl+E
Left aligned	Ctrl+L	Rata kiri	Ctrl+L
Right aligned	Ctrl+R	Rata kanan	Ctrl+R
Justified	Ctrl+J	Rata kanan kiri	Ctrl+J

5.6 Voice video considerations

A good Microsoft voice video addresses only one intent (one customer problem), is not too long, has high audio quality, has visuals that add to the information, and uses the right language variant/dialect/accent in voiceover.

Successful techniques for voicing video content

- Focus on the intent. Show the best way to achieve the most common task and stick to it.
- Show empathy. Understand and acknowledge the viewer's situation.
- Use SEO (Search Engine Optimization). Include search phrases in the title, description, and headers so that people can easily find the topic.
- Talk to the customer as if (s)he is next to you, watching you explain the content.
- Record a scratch audio file. Check for length, pace and clarity.

5.6.1 English pronunciation

General rules

Generally speaking, English terms and product names left unlocalized in target material should be pronounced the English way. For instance, Microsoft must be pronounced the English way. However, if your language has an established pronunciation for some common term (such as "server") the local pronunciation should be used. Moreover, pronunciation can be adapted to the Indonesian phonetic system if the original pronunciation sounds very awkward in Indonesian.

Example	Phonetics
SecurID	[se kyur ai di]
.NET	[dot net]
Skype	[skaip]

Acronyms and abbreviations

Acronyms are pronounced like real words, adapted to the local pronunciation:

Example	Phonetics
RADIUS	[ra di us]
RAS	[ras]
ISA	[i sa]
LAN	[lan]
WAN	[wan]
WAP	[wap]
MAPI	[ma pi]
POP	[pop]
URL	[u er el]

The following table shows abbreviations pronounced letter by letter.

Example	Phonetics
ICMP	[ai si em pi]
IP	[ai pi]
TCP/IP	[ti si pi/ai pi]

XML	[eks em el]
HTML	[ha te em el]
OWA	[o we a]
SQL	[es kyu el]

URLs

"http://" should be left out; the rest of the URL should be read entirely.

"www" should be pronounced as [we we we].

The "dot" should be omitted, but can also be read out. In Indonesian, it is also popularly pronounced as [dot].

Example	Phonetics
http://www.microsoft.com	[we we we dot mai kro soft dot kom]

Punctuation marks

Most punctuation marks are naturally implied by the sound of voice, e.g. ? ! : ; ,

En Dash (–) are used to emphasize an isolated element. It should be pronounced as a comma, i.e. as a short pause.

Special characters

Pronounce special characters such as / \ ˇ < > + - using the Indonesian translations approved in Microsoft Terminology - Globalization | Microsoft Learn.

5.6.2 Tone

Use a tone matching the target audience, e.g. more informal, playful and inspiring tone may be used for most Microsoft products, games etc., or formal, informative, and factual in technical texts etc.

5.6.3 Video voice checklist

Topic and script

- Apply the following Microsoft voice principles:
    - Single intent
    - Clarity
    - Everyday language
    - Friendliness
    - Relatable context

Title

- Includes the intent
- Includes keywords for search

Intro: 10 seconds to set up the issue

- Put the problem into a relatable context

Action and sound

- Keep something happening, both visually and audibly, BUT…
- …maintain an appropriate pace
- Synchronize visuals with voice-over
- Fine to alternate between first and second person
- Repetition of big points is fine

Visuals

- Eye is guided through the procedure
    - Smooth, easily trackable pointer motions
    - Judicious callout use
- Appropriate use of motion graphics and/or branding-approved visuals

Ending

- Recaps are unnecessary