Microsoft

Malay (Malaysia) Style Guide

Table of Contents

1 Welcome

Welcome to the *Microsoft Localization Style Guide* for Malay (Malaysia). This guide will help you understand how to localize Malay (Malaysia) 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 Malay (Malaysia).

1.1 Reference material

Unless this style guide or the Microsoft Language Portal provides alternative instructions, use the orthography, grammar, and terminology in the following publications.

Normative References

These normative sources must be adhered to. Any deviation from them automatically fails a string in most cases. When more than one solution is possible, consult the other topics in this style guide for guidance.

1. Kamus Dewan Edisi Keempat, Dewan Bahasa dan Pustaka 2005

2. Kamus Inggeris Melayu Dewan (An English-Malay Dictionary), Dewan Bahasa dan Pustaka 1992

3. Tatabahasa Dewan Edisi Ketiga, Dewan Bahasa dan Pustaka 2011

4. Daftar Istilah MABBIM, Dewan Bahasa dan Pustaka 1992

5. Pedoman Umum Pembentukan Istilah Bahasa Melayu, Dewan Bahasa

Informative References

These sources are meant to provide supplementary information, background, comparison, etc.

1. [Microsoft Language Portal](#)

2. http://www.dbp.gov.my (Institute Of Language And Literature)

3. https://prpm.dbp.gov.my/ (for terminology)

4. http://www.dewanejapro.com (Dewan Eja Pro—dictionary and spell checker for Malay language)

5. https://ms.oxforddictionaries.com

Microsoft User Interface Reference

A helpful reference is the Windows User Experience Interaction Guidelines, available for download at https://docs.microsoft.com/en-us/windows/apps/desktop/.

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. The following guidelines are relevant for US English and for many other languages.

Guidelines

Keep the following guidelines in mind:

- Write short, easy-to-read sentences.
- Avoid passive voice—it is difficult to read and understand quickly.
- Be pleasant and ensure explanations appear individualized and are as enjoyable to read as is possible.
- Avoid slang and be careful with colloquialisms—it is acceptable to reassure and connect with customers in a conversational tone, but be professional in doing so.

Brand and product names

- Avoid overuse of the company/brand or product names (or logos). Refer to Microsoft names correctly when you use them—don't wing it.
- Avoid the corporate "we," such as "Microsoft announces..." or "We're proud to introduce..." or "We want you to know." Keep the focus on "you"—the reader, the audience. WE (Microsoft) aren't the important ones here.

2.1   Choices that reflect Microsoft voice

Translating Malay 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 the Microsoft Language Portal where applicable, 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.

The following table lists some common words that are used for Microsoft voice in US English.

en-US word	en-US word usage
App	Use *app* instead of *application* or *program.*
Pick, choose	Use *pick* in more fun, less formal or light-weight situations ("pick a color," not "choose a color") and *choose* for more formal situations (don't use *select* unless necessary for the UI).
Drive	For general reference to any drive type (hard drive, external hard drive, etc.). Use specific drive type if necessary.
Get	Fine to use as a synonym for "obtain" or "come into possession of" but should be avoided for other general meanings.
Info	Use in most situations unless *information* better fits the context. Use *info* when you point the reader elsewhere ("for more info, see <link>").
PC	Use for personal computing devices. Use *computer* for situations about PCs and Macs.
You	Address the user as *you*, directly or indirectly through the use of first- and second-person pronouns like "you." Third-person references, such as "user," should be avoided as they sound formal and impersonal. For information on localizing *you*, go to the section Pronouns.

For Malay Microsoft voice, the use of shortened form conveys a more informal tone and is straight to the point. However, use only short forms which are already well established to avoid misunderstanding. The use of everyday words conveys a more friendly tone, easy to read and understand. Avoid everyday words which are too informal.

en-US source term	ms-MY word	ms-MY word usage
PC	PC	Use in place of "Komputer Peribadi" (Personal Computer) as the short form is already well established and widely used.

ID	ID	Use in place of "Kad Identiti" (Identity Card) as the short form is well established and widely used.
You	Anda	Use to address the user directly or indirectly. "Pengguna" is more formal and impersonal

2.1.2 Words and phrases to avoid

Microsoft voice avoids an unnecessarily formal tone. The following table lists some US English words that add formality without adding meaning, along with more common equivalents.

en-US word/phrase to avoid	Preferred en-US word/phrase
Achieve	*Do*
As well as	*Also, too*
Attempt	*Try*
Configure	*Set up*
Encounter	*Meet*
Execute	*Run*
Halt	*Stop*
Have an opportunity	*Can*
However	*But*
Give/provide guidance, give/provide information	*Help*
In addition	*Also*
In conjunction with	*With*

Locate	*Find*
Make a recommendation	*Recommend*
Modify	*Change*
Navigate	*Go*
Obtain	*Get*
Perform	*Do*
Purchase	*Buy*
Refer to	*See*
Resolve	*Fix*
Subsequent	*Next*
Suitable	*Works well*
Terminate	*End*
Toggle	*Switch*
Utilize	*Use*

Similarly, the following are examples of equivalent words that are more appropriate for the Microsoft voice:

en-US source	ms-MY old word/phrase	ms-MY new word/phrase
Input	Masukan	Input
Output	Keluaran	Output
Refer to	Rujuk	Lihat
However	Walau bagaimanapun	Tetapi
Have an opportunity	Berpeluang	Boleh, Dapat

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   Address the user to take action

US English	ms-MY target	Explanation
The password isn't correct, so please try again. Passwords are case-sensitive.	Kata laluan tidak tepat, oleh itu sila cuba lagi. Kata laluan adalah sensitif huruf.	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 salah. Sila semak dan cuba 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 untuk digunakan	Casual and short message to inform user that setup has completed, ready to start using the system.
Would you like to continue?	Adakah anda ingin teruskan?	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.	Namakan PC anda — apa-apa nama yang anda mahu. Jika anda mahu menukar warna latar belakang, matikan kontras tinggi dalam seting PC.	Address the user directly using second person pronoun to take the necessary action.

2.2.2   Promoting a feature

US English	ms-MY target	Explanation
Picture password is a new way to help you protect your	Kata laluan bergambar ialah cara baharu untuk membantu	Promoting a specific feature with the

touchscreen PC. You choose the picture—and the gestures you use with it—to create a password that's uniquely yours.	anda melindungi PC skrin sentuh anda. Anda pilih gambar — dan gerak isyarat yang anda gunakan dengannya — untuk mencipta kata laluan unik milik anda.	use of em-dash to emphasis the specific 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.	Benarkan aplikasi memberi anda kandungan yang diperibadikan berdasarkan lokasi PC anda, nama, gambar akaun, dan info domain lain.	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.

2.2.3   Providing how-to guidelines

US English	ms-MY target	Explanation
To go back and save your work, click Cancel and finish what you need to.	Untuk kembali dan menyimpan kerja anda, klik Batal dan selesaikan dahulu kerja anda.	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 mengesahkan kata laluan bergambar anda, hanya tonton main semula dan surih gerak isyarat contoh yang ditunjukkan 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. It should be in an email that shows you bought Windows. When you connect to the Internet, we'll activate Windows for you.	Tiba masanya untuk memasukkan kunci produk. Kunci produk sepatutnya terdapat dalam e-mel yang menunjukkan anda membeli Windows. Apabila anda bersambung 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.

2.2.4 Explanatory text and providing support

US English	ms-MY 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.	Kemas kini telah dipasang, tetapi Persediaan Windows 11 perlu bermula semula agar ia berfungsi. Selepas dimulakan semula, kami akan melengkapkan pemasangan.	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 anda memulakan semula sekarang, anda dan orang lain yang menggunakan PC ini mungkin kehilangan kerja yang tidak disimpan.	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 dialihkan ke pustaka dan folder yang betul secara automatik setelah anda membetulkan sifat yang tidak sah atau tiada.	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.	Sesuatu yang tidak kena berlaku! Tidak dapat mencari fail yang dimuat turun untuk membuat pemacu kilat USB boleh but anda.	Without complexity and using short sentences inform the user what has happened.

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.

The following table contains examples of preferred and recommended language to convey inclusivity, as well as terms and expressions that should not be used.

Use this	Not this	Use this	Not this
English examples		**Target examples**	
primary/subordinate	master/slave	utama/subordinat	tuan/hamba
perimeter network	demilitarized zone (DMZ)	rangkaian perimeter	zon bebas tentera (DMZ)
expert	guru	pakar	otai

colleagues; everyone; all	guys; ladies and gentlemen	rakan sekerja; kalian	kamu semua

3.1 Avoid gender bias

- **Malay is not a gender-marked language.** Therefore, male and female stereotypes aren't usually reflected in the language.
- **Gender-neutral alternatives are recommended in cases where there are marked masculine or feminine nouns.**

The table that follows contains gender-biased words or compounds that should be avoided and the alternative that should be used to promote gender inclusivity.

Use this	Not this	Comments
Target example		
kru kabin/anak kapal	pramugari/pramugara	Use gender-neutral nouns to convey gender neutrality.

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 *ditimpa* or *menderita*. The preferred option is not to mention a disability unless it's relevant.

The following table contains examples that illustrate people-first language.

Use this	Not this	Use this	Not this
English examples		**Target examples**	
person with a disability	handicapped	orang kurang/kelainan upaya	cacat
person without a disability	normal person; healthy person	orang bukan kurang/tanpa kelainan upaya	orang normal; orang sihat

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.

The table that follows contains an example employing a verb that can apply to all input methods and devices.

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, tambah,* and *tentang.* 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 Malay.

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:

In online help or documentation, spell out the words that comprise an acronym or abbreviation the first time that acronym is used in the text. You should include the language-specific translation, the US term, and the acronym as in the following example:

- (+) Objek Capaian Data (Data Access Objects, DAO)

- (+) Bahasa Penanda Hiperteks (Hypertext Markup Language, HTML)

- (+) Protokol Pemindahan Fail (File Transfer Protocol, FTP)

Note: Although the English acronym cannot generally be derived from the language-specific translation, creating a new acronym derived from the language-specific translated term is not an option. For example, do not replace an English acronym with a language-specific acronym; instead, leave the English acronym or abbreviation intact, as in the following examples "where DLL" and "DPI" are correctly rendered as "DLL" and "DPI":

Some examples of the most common abbreviations for Malay are:

Expression	Acceptable Abbreviation
dan lain-lain	(+) dll.
contohnya	(+) cth.
misalnya	(+) mis.
Application Initialization DLL	(+) DLL Pemulaan Aplikasi
DPI scaling	(+) Penskalaan DPI
Okay	(+) OK

Don't abbreviate such words as:

Online (do not abbreviate to OL).
Offline (do not abbreviate to OL).

Note: As you can see above, if these words are abbreviated, the audience would not know the actual meaning of the abbreviation.

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).

Some widely-used acronyms for Malay are: OS (Operating System), IP (Internet Protocol), PM (Private Message) and etc.

English acronyms that do not have commonly accepted Malay translations should not be translated.

Localized Acronyms

There is no known acronym that has been localized for technical terms. For general terms, there are some localized acronyms such as United Nations (UN) – Pertubuhan Bangsa-bangsa Bersatu (PBB).

Unlocalized Acronyms

Most of the acronyms are not localized even though the full word is localized.

Example:

OS (*Operating System* is translated as (+) *Sistem Pengendalian*).

IP (*Internet Protocol* is translated as (+) *Protokol Internet*)

4.1.3   Adjectives

In Malay, adjectives should be handled in the following manner: adjectives come after noun.

Possessive Adjectives

The frequent use of possessives is a feature of English language.

The frequent use of possessives is a feature of English language. However, in Malay, these possessive objectives are seldom used in formal settings. They are frequently found in fiction writing.

Possessive adjective	
my	(+) saya
your	(+) anda
his	(+) -nya

Possessive adjective	
her	(+) -nya
its	(+) -nya
our	(+) kami
their	(+) mereka

4.1.4   Articles

General Considerations

The article *a*, *an*, and *the* are generally not translated as nouns in Malay are generally plural by default.

They are not relevant for Malay translations.

Example:

This is a book is not translated as *Ini adalah sebuah buku*

But translated as "*Ini buku adalah sebuah*" is an attempt to translate "is a" but in actual fact is redundant. (Earlier example is a bad example, "Ali guru" is not a correct translation and it is meaningless)

Unlocalized Feature Names

Microsoft product names and non-translated feature names are used without definite or indefinite articles in the English language.

The same rules applied for Malay.

Examples:

Microsoft Edge
Microsoft Office 365

Localized Feature Names

Translated feature names are used with a definite or indefinite article as they are not treated as proper names.

The examples are:

Keyboard is translated as *Papan Kekunci*

Screen is translated as *Skrin*

Memory is translated as *Memori*

Articles for English Borrowed Terms

When faced with an English loan word previously used in Microsoft products, consider the following options:

- Motivation: Does the English word have any formally motivated features that would allow a straightforward integration into the noun class system of the Malay language?
- Analogy: Is there an equivalent Malay term whose article could be used?
- Frequency: Is the term used in other technical documentation? If so, what article is used most often?
- If the choice of noun class is left up to you, ensure that you provide consistent translations within the Microsoft product.

en-US example	ms-MY example
Log in	(+) Log masuk
The tenant data cache could not be refreshed as the operation timed out.	(+) Cache data penyewa tidak boleh disegarkan semula kerana operasi tamat masa.
Web page	(+) Laman web
All vendors will complete questionnaire	(+) Semua vendor akan melengkapkan soal selidik

The internet may be a helpful reference here.

Please always consult the Language Portal to confirm the user of a new loan word and its proper article to avoid inconsistencies.

4.1.5   Capitalization

Malay language capitalizes only the first letter in a sentence and proper nouns.

However, there are certain occasions where the first letter in each word is capitalized (title case) for titles.

Examples:

E-mel

Gunakan akaun e-mel anda dari sebarang pelayar Web.

Orang Hubungan dan Kumpulan

Simpan telefon dan maklumat alamat untuk orang yang anda berkomunikasi.

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 the Malay Language, compound words are written as two separate words, except for a few exceptions.

If the two words can stand on their own, they are not combined. If one of the words does not make sense on its own, then it has to be combined without the hyphen.

Example:

Ultra-Mobile PC is translated as *PC Ultra Mudah Alih*

Keyboard is translated as *Papan Kekunci*

3-D is translated as *3D*

When the compound words contain both a prefix and a suffix, then, the two words are combined into one word.

Example:

Enforcement is translated as *Penguatkuasaan*

4.1.7 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

Similarly, for Malay modern voice, the use of contraction does convey a conversational tone. However, it must be used carefully so that it will not become too informal. The word 'tiada' is normally used even in formal tone. Be careful not to overuse the word 'tak' since the frequent use will convey a very informal tone.

en-US source text	ms-MY long form	ms-MY contracted form
None, nothing	Tidak ada	Tiada
No	Tidak	Tak

4.1.8 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 a Malay 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.

4.1.9   Modifiers

In Malay localized text, you do not need to add modifier (in the form of an adjective, an adverb, or a phrase or clause acting as an adjective or adverb) to add information to another element in the sentence.

Example:

The system works slow<u>ly</u> is translated as (+) Sistem berfungsi <u>dengan</u> lambat

Note: The word lambat is not modified to reflect the actual meaning for slowly. On the other hand, dengan is used to denote the translations for ly.

4.1.10   Nouns

General Considerations

Only proper nouns are written with capital letter for the first alphabet. Common names, pronouns and derivative nouns are written in small letters.

Plural Formation

Nouns in Malay language are by default plural. However, there may be situations whereby plurals and singulars need to be differentiated. In such cases, reduplication (repetition with a hyphen to denote that the noun is in the plural form) is used for differentiation purposes.

Example:

Keys is translated as *Kekunci-kekunci*

4.1.11   Numbers

This topic includes guidelines for when to use numerals
(symbol that represents a number. e.g., 1, 2, 3, 234, etc.) and when to spell out numbers (one, two, three, two hundred and thirty-four) and other aspects for the particular language.

In general numerals 0-9 are written as words (e.g., satu, dua....sembilan) and numerals larger than 9 are written with numbers (10, 22, 35, 40 ...). The same goes for when numbers are used as a position (1st, 2nd, 3rd, 4th,...10th, 11th, etc -> pertama, kedua, ketiga, keempat,...ke-10, ke-11....)

However, during translation normally we also consider the source requirement, some requested numerals less than 10 to be written as number.

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. Translate English preposition according to their context and avoid Anglicism.

Malay prepositions link nouns, pronouns and phrases to other words in a sentence. The word or phrase that the preposition introduces is called the object of the preposition.

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.

US Expression	Malay Expression	Comment
Welcome to Windows Hello	(+) Selamat datang ke Windows Hello	"to" is the preposition and translated as "ke".

4.1.13 Pronouns

There are not many first-person singular pronouns in the Malay language. Apart from "saya" the others are "aku" and "gua" (slang). It is better to stick to "saya" as "aku" and "gua" are usually used among friends and equals only.

There is more than one way to say "we" in Malay, but the distinctions implied are not quite the same as those implied by other pronouns ("kita" means "you" and "me" whereas "kami" means "we" in the sense of a group that does not include "you").

4.1.14 Punctuation

The Malay general punctuation rules are identical to English. Punctuation spacing in Malay is also as in English, i.e., punctuation marks are always followed by one space.

Comma

In a series of three or more terms with a single conjunction, use a comma after each term except the last.

Before the last term, "dan" is used in replace of comma.

Example

English: red, blue, and white

Malay: merah, biru dan putih

Colon

A colon tells the reader that what follows is closely related to the preceding clause. The colon has more effect than the comma, less power to separate than the semi colon, and more formality than the dash.

It usually follows an independent clause and should not separate a verb from its complement or a preposition from its object.

Example:

To function properly, your computer requires the following items: keyboard, mouse/touchpad, monitor and CPU

Untuk berfungsi dengan betul, komputer anda memerlukan item-item berikut: papan kekunci, tetikus / pad sesentuh, monitor dan CPU

Dashes and Hyphens

General usage of dashes and hyphens in Malay language is identical to English. Besides that in Malay language hyphen is used to form plural word (full reduplication-'kata ganda') for example a child is 'budak' and children is 'budak-budak'.

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. In Malay hyphen is used where a word is reduplicated to indicate plurals, connect the syllables which are separated by a line break, clarify the phrase, linking capital letters with lowercase letters, linking word and numberor linking between words in a particular phrase or term.

Example:

US English	Malay target	Comment
children	kanak-kanak	indicate plural
pro-Malaysia	pro-Malaysia	capital and lower case
20th	ke-20	Word and number
audio-visual equipment	Alat pandang-dengar	Between word

En Dash

The en dash is used as a minus sign, usually with spaces before and after. En dash is used to indicate the period, for example when you replace the word "to" in the date range.

Example:

US English	Malay target	Comment
Jun– Jul	Jun – Jul	Date ranges

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. Example:

US English	Malay target	Comment
chapters 8 – 12	bab 8–12	Number ranges

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. Em dashes (-) are two times longer than in the dash. Em dash is used in much the same way with colons or a set of parentheses: em dash can indicate a sudden change of thingking process, or when a dot is too strong and is too comma weak.

Example:

US English	Malay target
You can use programs for work and play with apps from the Microsoft Store—all from the desktop	Anda boleh menggunakan program untuk bekerja dan bermain dengan aplikasi daripada Microsoft Store—semuanya daripada desktop.

Ellipses (Suspension Points)

Follow English style. There is no space in before the ellipses sign

Example:

English: Loading…

Malay: Memuatkan…

Period

Period is used to denote the end of a sentence.

English: This is a computer program.

Malay: Ini atur cara komputer.

Question Marks

Question mark is a punctuation mark that replaces the full stop (period) at the end of an interrogative sentence. It is used when referring to a sentence of inquiry that asks for a reply.

English: Are you sure you want to close the program?

Malay: Adakah anda pasti anda mahu menutup program ini?

Quotation Marks

In Malay, the commonly used quotation marks are single quote (') and double quote (").
In a sentence, double quote is used first before single quote.

Formal quotations cited as documentary evidence are introduced by a colon and
enclosed in quotation marks.

Example:

English: The website on ABC company states: "We are using Microsoft operating system
throughout the company."

Malay: Laman web mengenai syarikat ABC menyatakan: "Kami menggunakan sistem
pengendalian Microsoft di seluruh syarikat ini."

Parentheses

In Malay, there is no space between the parentheses and the text inside them. The
placement of a full stop with the parentheses depends on what they refer to: if they
enclose a part of the sentence, the full stop is placed after the closing bracket; if they
enclose the full sentence, the full stop is placed inside the parentheses.

Example:

Untuk meneruskan, klik "Seterusnya" (anda mungkin perlu menentukan kunci produk).

Untuk meneruskan, klik Seterusnya. (Anda mungkin perlu menentukan kunci produk.)

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.

en-US long form	en-US sentence fragment
Use the following steps.	Here's how

Similarly for Malay:

en-US source text	ms-MY long form	ms-MY sentence fragment
Use the following steps.	Gunakan langkah-langkah berikut.	Begini caranya.
Are you sure you want to continue with this action?	Adakah anda pasti mahu meneruskan tindakan ini?	Teruskan juga tindakan ini?
There isn't enough memory available to perform this function.	Tidak terdapat memori mencukupi yang tersedia untuk melaksanakan fungsi ini.	Memori tidak mencukupi untuk menjalankan fungsi ini.

4.1.16 Symbols & non-breaking spaces

In computer-based text processing and digital typesetting (e.g. HTML), a non-breaking space is created by replacing the space with   to prevent an automatic line break at the wrong position.

Example:

Pulau Pangkor will give result as:

Pulau Pangkor

Pulau Pangkor might give result as:

Pulau
Pangkor

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.

4.1.17 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	Malay examples	Malay examples	Malay examples
export	(+) eksport	(+) mengeksport	(+) pengeksportan
standard	(+) standard	(+) menstandardkan	(+) penstandardan
computer	(+) komputer	(+) berkomputer	(+) pengkomputeran
global	(+) global	(+) mengglobalkan	-
universal	(+) universal	(+) keuniversalan	-

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 Malay, using idiomatic syntax and terminology, while at the same time maintaining a high level of terminological consistency, 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 Malay-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:

US English	Malay target
Version 4.2	Versi 4.2

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

5.3 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

5.4 Software considerations

This section refers to all menus, menu items, commands, buttons, check boxes, etc., which should be consistently translated in the localized product.

5.4.1 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.

5.4.2   Error messages

Error messages are messages sent by the system or a program, informing the user of an error that must be corrected 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 Malay translation
Something went wrong.	Sesuatu yang tidak kena telah berlaku.
Not enough memory to process this command.	Tidak cukup memori untuk memproses perintah ini.

Malay 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

The phrases below 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	Example	Comment
Cannot … Could not …	(+) Fail tidak dapat dijumpai	File could not be found File cannot be found	No past or present tense in Malay

English	Translation	Example	Comment
Failed to … Failure of …	(+) Gagal untuk menyambung	Failed to connect Failure to connect	
Cannot find … Could not find … Unable to find … Unable to locate …	(+) Tidak dapat mencari perisian pemacu	Cannot find driver software Could not find driver software Unable to find driver software Unable to locate driver software	
Not enough memory Insufficient memory There is not enough memory There is not enough memory available	(+) Kekurangan memori	Not enough memory Insufficient memory There is not enough memory There is not enough memory available	
… is not available … is unavailable	(+) Perintah itu tidak tersedia	The command is not available The command is unavailable	

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."

When localizing error messages containing placeholders, find out what text will replace the placeholder when the user sees the error message. This process is necessary because you must ensure the resulting sentence will be grammatically correct when the placeholder is replaced with a word or phrase. Most source strings have instructions that detail what text will replace the placeholder.

In the English source string, placeholders are found in the position where they would naturally occur in that language. Since in English numerals typically precede the noun, the numeral placeholders typically precede the noun in the source strings. If the numeral follows the noun it modifies in Malay, you have to move the placeholder after the noun.

5.4.3   Keys

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

Keys which are physically printed with English word on the keyboard are not translated in Malay. Unless, for symbols, please translate it accordingly, e.g. Arrow Up, Down, Left, Right.

Key Names

English Key Name	Malay Key Name
Alt	Alt
Backspace	Backspace
Break	Break

English Key Name	Malay Key Name
Caps Lock	Caps Lock
Ctrl	Control
Delete	Delete
Down Arrow	Anak Panah ke Bawah
End	End
Enter	Enter
Esc	Esc
Home	Home
Insert	Insert
Left Arrow	Anak Panah ke Kiri
Num Lock	Num Lock
Page Down	Page Down
Page Up	Page Up
Pause	Pause
Right Arrow	Anak Panah ke Kanan
Scroll Lock	Scroll Lock
Shift	Shift
Spacebar	Bar ruang
Tab	Tab
Up Arrow	Anak Panah ke Atas
Windows key	Kekunci Windows

English Key Name	Malay Key Name
Print Screen	Print Screen
Menu Key	Kekunci Menu

5.4.4 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. Example: Alat	Yes	
Characters with downstrokes, such as g, j, y, p and q can be used as keyboard shortcuts. Note that it can be difficult to see the keyboard shortcut underline for these characters.	Yes	

Keyboard shortcuts special options	Usage: Is it allowed?	Notes
Example: Opsyen		
Extended characters can be used as keyboard shortcuts. Example: N/A	N/A	Malay language does not include any extended character.
An additional letter, appearing (between brackets or not) after item name, can be used as keyboard shortcuts. Example: Opsyenw/ Opsyen(w)	Yes	Any single letter available on the keyboard can be used.
A number, appearing (between brackets or not) after item name, can be used as keyboard shortcut. Example: Opsyen3/ Opsyen(3)	Yes	Any single letter available on the keyboard can be used.
A punctuation sign, appearing (between brackets or not) after item name, can be used as keyboard shortcut. Example: Opsyen>/ Opsyen(>)	Yes	Any single letter available on the keyboard can be used.

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.

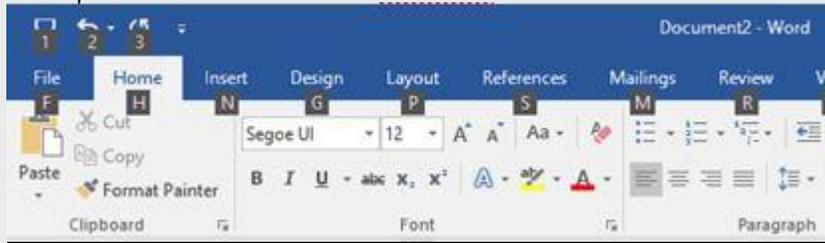|	
key tip	Example: F in Alt+F Example in UI localization: H&ome In keyboard shortcuts, most access keys are used with the Alt key. The letter or number that appears in the ribbon when the Alt key is pressed. In UI localization, the key tip is the last character present in the strings after the "`" character. 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.

5.4.5 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.

5.4.6 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	Malay Command	Malay Shortcut key
General Windows Shortcut keys			
Help window	F1	Tetingkap bantuan	F1
Context-sensitive Help	Shift+F1	Bantuan peka konteks	Shift+F1
Display pop-up menu	Shift+F10	Paparkan menu timbul	Shift+F10
Cancel	Esc	Batal	Esc
Activate\Deactivate menu bar mode	F10	Aktifkan/Nyahaktifkan mod bar menu	F10
Switch to the next primary application	Alt+Tab	Beralih ke aplikasi utama berikutnya	Alt+Tab
Display next window	Alt+Esc	Paparkan tetingkap berikutnya	Alt+Esc
Display pop-up menu for the window	Alt+Spacebar	Paparkan menu timbul untuk tetingkap	Alt+Spacebar
Display pop-up menu for the active child window	Alt+-	Paparkan menu timbul untuk tetingkap anak yang aktif	Alt+-
Display property sheet for current selection	Alt+Enter	Paparkan helaian sifat untuk pilihan semasa	Alt+Enter
Close active application window	Alt+F4	Tutup tetingkap aplikasi yang aktif	Alt+F4

US Command	US English Shortcut Key	Malay Command	Malay Shortcut key
Switch to next window within (modeless-compliant) application	Alt+F6	Beralih ke tetingkap berikutnya dalam aplikasi (patuh tanpa mod)	Alt+F6
Capture active window image to the Clipboard	Alt+Prnt Scrn	Tangkap imej tetingkap aktif ke Papan Klip	Alt+Prnt Scrn
Capture desktop image to the Clipboard	Prnt Scrn	Tangkap imej desktop ke Papan Klip	Prnt Scrn
Access Start button in taskbar	Ctrl+Esc	Capai butang Start dalam bar tugas	Ctrl+Esc
Display next child window	Ctrl+F6	Paparkan tetingkap anak berikutnya	Ctrl+F6
Display next tabbed pane	Ctrl+Tab	Paparkan anak tetingkap bertab berikutnya	Ctrl+Tab
Launch Task Manager and system initialization	Ctrl+Shift+Esc	Lancarkan Pengurus Tugas dan pemulaan sistem	Ctrl+Shift+Esc
File Menu			
File New	Ctrl+N	File New	Ctrl+N
File Open	Ctrl+O	File Open	Ctrl+O
File Close	Ctrl+F4	File Close	Ctrl+F4
File Save	Ctrl+S	File Save	Ctrl+S
File Save as	F12	File Save as	F12

US Command	US English Shortcut Key	Malay Command	Malay Shortcut key
File Print Preview	Ctrl+F2	File Print Preview	Ctrl+F2
File Print	Ctrl+P	File Print	Ctrl+P
File Exit	Alt+F4	File Exit	Alt+F4
Edit Menu			
Edit Undo	Ctrl+Z	Edit Undo	Ctrl+Z
Edit Repeat	Ctrl+Y	Edit Repeat	Ctrl+Y
Edit Cut	Ctrl+X	Edit Cut	Ctrl+X
Edit Copy	Ctrl+C	Edit Copy	Ctrl+C
Edit Paste	Ctrl+V	Edit Paste	Ctrl+V
Edit Delete	Ctrl+Backspace	Edit Delete	Ctrl+Backspace
Edit Select All	Ctrl+A	Edit Select All	Ctrl+A
Edit Find	Ctrl+F	Edit Find	Ctrl+F
Edit Replace	Ctrl+H	Edit Replace	Ctrl+H
Edit Go To	Ctrl+G	Edit Go To	Ctrl+G
Help Menu			
Help	F1	Help	F1
Font Format			
Italic	Ctrl+I	Italic	Ctrl+I
Bold	Ctrl+B	Bold	Ctrl+B
Underlined\Word underline	Ctrl+U	Underlined\Word underline	Ctrl+U
Large caps	Ctrl+Shift+A	Large caps	Ctrl+Shift+A

US Command	US English Shortcut Key	Malay Command	Malay Shortcut key
Small caps	Ctrl+Shift+K	Small caps	Ctrl+Shift+K
Paragraph Format			
Centered	Ctrl+E	Centered	Ctrl+E
Left aligned	Ctrl+L	Left aligned	Ctrl+L
Right aligned	Ctrl+R	Right aligned	Ctrl+R
Justified	Ctrl+J	Justified	Ctrl+J

5.5   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.

5.5.1   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 Malay phonetic system if the original pronunciation sounds very awkward in Malay.

Example	Malay	Phonetics
License	lesen	[lé.sén]
Facsimile	faksimile	[fak.si.mi.lé]
Skype	skaip 🔊	Product names are always pronounced the same as the source

Acronyms and Abbreviations

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

Example	Phonetics
RADIUS	[ra.dius]
RAS	[ras]
ISA	[ˈaɪ.ˈɛs. ˈeɪ]
LAN	[lan]
WAN	[wan]
WAP	[wap]
MAPI	[ma.pi]

Other abbreviations are pronounced letter by letter.

Example	Phonetics
ICMP	[ˈaɪ.ˈsiː.ˈɛm.ˈpiː]
IP	[ˈaɪ.ˈpiː]
TCP/IP	[ˈtiː.ˈsiː.ˈpiː/ˈaɪ.ˈpiː]
XML	[ˈɛks.ˈɛm.ˈɛl]
HTML	[ˈheɪʃ.ˈtiː.ˈɛm.ˈɛl]
OWA	[ˈəʊ.ˈdʌbəl.juː.ˈeɪ]

SQL	[ˈɛs.ˈkju:ˈɛl]

URLs

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

"www" should be pronounced as [ˈd blju:ˈd blju:ˈd blju:].

The "dot" should be omitted, but can also be read out. If read out, then it must be pronounced the same way, as in English: dot.

Only in URLs "dot" is not translated. In other situations, it must be translated accordingly.

Example	Phonetics	Comment
http://www.microsoft.com/en-my/	[ˈd blju:ˈd blju:ˈd blju:. dɒt. ˈmaɪkrəsɔ:ft. dɒt.ˈkɑ:m.pa.lang iː.en.sem.pangˈɛm. ˈwaɪ.pa.lang]	Stroke (slash) and hyphens are read out in Malay.

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 / \ ˘ < > + - using the Malay translations approved in the Language Portal.

5.5.2   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.

In general, please use formal tone, though in online materials the tone can be friendlier.

Example:

Formal tone: Dalam masa 15 saat, Outlook yang baharu akan dilancarkan.

Informal tone: Beri kami 15 saat... Kami akan menunjukkan Outlook yang baharu kepada anda.

5.5.3 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