

CHAPTER II

INTERNSHIP ACTIVITIES

In this second chapter, the writer is going to examine the kinds of activities he has done during his internship at Bee Happy. There will be 3 parts in this chapter including the general description of the company, the activities, and the problems during the internship.

2.1 General Description of the Company

2.1.1 Company Profile



Figure 2.1. Bee Happy Translation Logo

Bee Happy Translation Services is a multinational company engaged in professional translation services. Founded in 2014, the company was founded by Evi Datur Rofiah and Beny Sugeng Andriyanto, who are husband and wife. Bee Happy Translation Services is located at Komplek Ruko Villa Bukit Tidar Blok B1 No. BR-04, Merjosari, Lowokwaru, Malang serves as the head office. There are three existing offices in total; however, until the writer finished his internship at the end of January 2022, there were just two offices that were actively used until now.

Originally established as a freelance translator company at the beginning of its formation, Bee Happy Translation Services is now a leading Language Services Provider (LSP) company based in Indonesia that aims to provide efficient and affordable language services. They serve various local clients to international clients to overcome language barriers among businesses.

The company is connected with many teams and professional linguist personnel who have experience in working on translation projects in various forms. Over the years, Bee Happy Translation Services well said is a leader in Asian language linguistic services to this day. Building relationships with top clients such as Quipper, EOS Intelligence, Cicero Translations, and so on. Known for its slogan that reads "*We translate your ideas*", Bee Happy Translation Services is committed to providing translation services with high-quality, accurate, and efficient final products for customer satisfaction. They serve a variety of language services, including translation, transcription, web localization, editing and proofreading, interpretation, and virtual assistance. The description is as follows:

1. Translation service: A service that prepares you to be able to communicate with a global audience with the help of a professional linguist.
2. Transcription service: A service that turns live or recorded speech into a printed or electronic text document.
3. Editing and Proofreading service: A service that works on several elements of your writing to turn your document, whether it is an essay, a proposal, or a manuscript, into an articulate and valuable written communication.

4. Website Localization service: A service that processes to customizing of an existing website to give it a look and feel of being built expressly for a local target market or region, regardless of their cultural preferences, location, or native language.
5. Interpretation service: A service that provides spoken or signed language communication to translate a message from the original speaker's or writer's language to the listener's language by a professional interpreter.
6. Virtual Assistant service: A service that provides instant professional help, services, and abilities to busy entrepreneurs and business managers via the internet by an administrative expert.

2.1.2 Vision and Mission of the Company

Bee Happy Translation Services adhere to the vision and mission which reads as follows

- a. Vision: *“Bee Happy Translation Services holds a vision of effectively reducing the linguistics barriers within each level of the business and in every industry.”*
- b. Mission: *“Bee Happy Translation Services’ mission is to offer different types of linguistic services in various Asian languages for both small and medium-sized companies. ”*

2.1.3 Company Business Procedures

Bee Happy Translation Services follows the Scrum framework for all of its procedures and project management. Scrum is so-called a lightweight work management methodology designed for complicated product development. It also

assists its employees in resolving complex challenges and teaches them how to collaborate in a flexible, agile manner. In this case, scrum is a framework for assisting teams in their collaboration. Hereby, teams can develop valuable products (outcomes). Scrum includes five fundamental values that all employees must adhere to, including courage, transparency, focus, commitment, and openness. These principles are immediately applied to a team, guiding their decisions, next steps, and actions.

A scrum team is a team that follows this framework. Scrum, unlike the others, does not employ traditional management techniques such as autocratic management or command and control leadership. Scrum is a decentralized and collaborative project management method that allows a team of three to nine people to split their work and finish the task in given time iterations called Sprint. A Product Owner, a Scrum Master, and Developers make up a Scrum Team. The following is a breakdown of the three teams' descriptions based on their respective roles:

- a. Product Owner: The person who holds this role has a great responsibility in determining how the project will go in the future. As product holders, they have a detailed understanding of the nature of the users of the product being developed, so they clearly know what kind of product expectations should be achieved.
- b. Scrum Master: The following roles are obligated to help manage the *product backlog* and support the performance of the *developer* team so that it can be

achieved. The *Scrum master* is responsible for communicating the *product owner's* needs that must be met by the *developer*.

- c. Developer: *Developer* is part of the team responsible for product development in the *product backlog*. They have the competencies needed to achieve the final product with the quality required by the *product owner*. Among fellow *developers*, they have the right to determine product development strategies for their own performance so that the target can be achieved optimally.

In short, Product Owner is responsible for establishing relationships with both clients and the Scrum team. Scrum master in a Scrum team is in charge of training, coaching, and leading the developer team. Developers are the people who carry out the Product Owner's instructions and tasks.

Scrum has a concept known as Scrum Event. It is a scrum team gathering or meeting with or without stakeholders. The primary goal of all Scrum events is to foster openness, transparency, and communication among team members and other people involved in the project. Here, the team discusses critical project specifics so that everyone on the team is up to date on product development progress. The Sprint, which is part of the scrum event, is used to arrange work over the course of a specified iteration or agreed-upon period of time. A sprint should normally last no more than 30 days; therefore, it lasts between two to four weeks.

Bee Happy Translation Services stipulates that one Sprint be completed in one week rather than two, three, or four weeks while using the Scrum framework in the workplace. This means that each team or developer must fulfill the Product

Backlog given by the Product Owner within the expected timeframe. There are five primary events in the Scrum event. However, Bee Happy Translation Services is unique in that it now includes an additional event added by them whilst still remaining related to the Scrum framework. That event is called Daily Inspection, and those mentioned six events are as follows:

- a. The Sprint: *Sprint* is the most important aspect of all events that take place throughout these Scrum events. *Sprints* have a set length that is determined when a new project starts. When a *Sprint* remains constant, the amount of work that can be done may be approximated, and future *Sprints* can be appropriately computed. To put it briefly, a *Sprint* is an event that encompasses all of the events beneath it.
- b. Sprint Planning: It is the agenda for a single *Sprint*, in which the *Product Owner* and *Developers* debate the items from the *Product Backlog* that must be included in the *Sprint Backlog*. The *Product Owner* is responsible for providing all of the details of the *Product Backlog* targets that the team must meet in one Sprint. As a result, *Sprint Planning* must take place at the beginning of the Sprint.
- c. Daily Scrum: *Daily Scrum* is A work method that is performed on a daily basis for about fifteen minutes before beginning the working hours. *Developers* must share all aspects of the daily activity plan that will be carried out in one day. Furthermore, the *Developer* is encouraged to clearly mention the support required from other members in order to fulfill the goal in a timely and efficient manner.

- d. **Daily Inspection:** A work procedure that is performed on a regular basis before the routine work activities are completed. *Developers* are supposed to share information about one day's worth of activities, as well as the goals that have been accomplished. Remember that *Developers* are needed to report any difficulties that arise during product work so that problems can be solved immediately, if possible.
- e. **Sprint Review:** This process is utilized after the *Sprint* has been completed but before the *Retrospective*. *Product Manager* together with the *Scrum Master* reviews each *Product Backlog* as well as determines how far the *Developer* team has achieved the goals.
- f. **Sprint Retrospective:** The following operation is carried out at the conclusion of the week-long *Sprint*. Each *Developer* is given the opportunity to present the results of a single *Sprint* implementation and achievement. This is an essential forum for *Developers* to share their aspirations and appreciation for one another. If there are any unresolved issues with the *Daily Inspection* procedure, a *Retrospective* is conducted to resolve barriers so that they do not reappear in the upcoming *Sprint*.

2.1.4 Company Staff

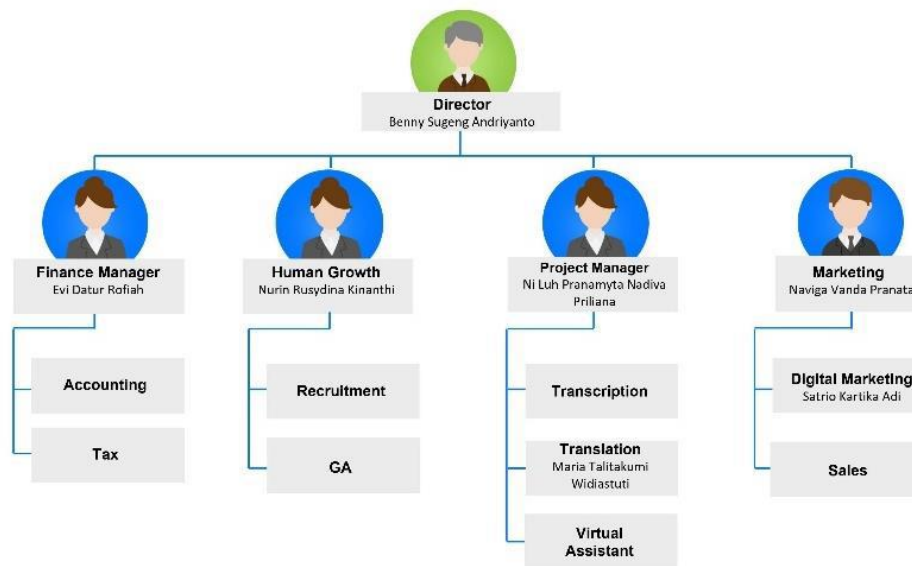


Figure 2.2. Bee Happy Organizational Structure

Other than the interns, there are people behind the company to keep it running, growing, and staying on track. Divided into 1 leader and 4 main divisions with one person each filling the position in it, they are responsible for their respective roles while in charge of several subdivisions at once, including the Director, Finance Manager, Human Growth, Project Manager, and Marketing. As seen in the picture above, there are 2 main divisions, each of which has a subdivision in which there is a subordinate who fills in. There is Translation as a subordinate to the Project Manager, and Digital Marketing as a subordinate to the Marketing. The rest, such as Accounting, Recruitment, Sales, and others, are handled directly by each division's leader.

As seen in the organizational structure, the position from the very top is filled by Benny Sugeng Andriyanto as the director of the company. He founded the business and served as its director. The director is responsible for four divisions, including:

1. Finance Manager

Evi Datur Rofiah is the one who has this role. Other than that, she also grabbed the Accounting and Tax positions. Yet, most importantly, she is the wife of the director who is Benny. So, technically, they run this company together.

2. Human Growth

Nurin Rusydina Kinanthi is in control of filling this position. She is responsible for hiring new employees as well as interns. That's why she is taking care of the Recruitment position. Aside from that, she is in charge of General Affairs.

3. Project Manager

Ni Luh Pranamyta Nadiva Priliana is the Project Manager. Like every other division's leader, she oversees several subdivisions under her management. Such as Transcription, Translation, and Virtual Assistants. As previously said, the Translation position has already been filled by a person, and that has been taken by Maria Talitakumi Widiastuti. Here, the writer was assigned to her subdivision, the Translation, along with several interns. Hence, she was the Scrum Master of Translation and Content writing for roughly 1 month and a half until that role was taken by the Project Manager herself, Nadiva.

4. Marketing

Naviga Vanda Pranata supervises the Marketing section for this division. Then, just like Nadiva, she is also handling some subdivisions

including Digital Marketing and Sales. Moreover, same as the Translation, the Digital Marketing position also has been filled by a person that is Satrio Kartika Adi. Yet, instead of one, Satrio handles two subdivisions simultaneously, which are Digital Marketing and Sales.

2.2 The Activities

Down below is the list of the activities the writer had done during his internship there. Covering from translation to SEO content writing, the writer will present them one at a time.

Within four months of implementing the internship at Bee Happy Translation Services, starting on September 25, 2021, until January 25, 2022, there are various things, opportunities, and experiences gained by the writer during the internship period. One of the things that have attracted attention is that every intern must be present in person at the company's workplace, considering that most other companies are still implementing a remote work system or what is usually called Work From Home (WFH). As a result, the writer can feel the conditions of the world's working environment better because it is done in real. However, the company continues to implement the COVID-19 health protocol, which is quite strict but remains relaxed during activities in the office.

Interacting directly with fellow intern colleagues and company supervisors was a valuable experience from which the writer has learned a lot from there. Divided into different divisions, the writing itself was a part of the translator, content writer, and digital marketer apprentice of the team-based Developer in the Scrum team. Hence, apart from being a content writer as his main job, the writer

also works as a translator and finally has the opportunity to experience the world of digital marketing at the end of the internship period. Starting from there, he got the opportunity to work in three different divisions and be involved in various projects.



Figure 2.3. Bee Happy's Main Office



Figure 2.4. Bee Happy's Second Office

In one week, the internship at Bee Happy Translation Services runs for six working days, from Monday to Saturday. From Monday to Friday, activities start at 7.45 AM to 5 PM, and on Saturday, it starts at the same time but ends at a different

time, namely at 2 PM. As previously mentioned in the company profile, Bee Happy has 2 out of 3 offices active offices in use. During the 4-month internship period, the writer has had the opportunity to try out both offices. His first office was the secondary office of the company, which is located along the way of Joyo Agung Street, from the end of September 2021 where the writer just entered, until mid-December 2021. Then, the writer continued his internship at his second office, which is the main one located at Komplek Ruko Villa Bukit Tidar until the end of January 2022.

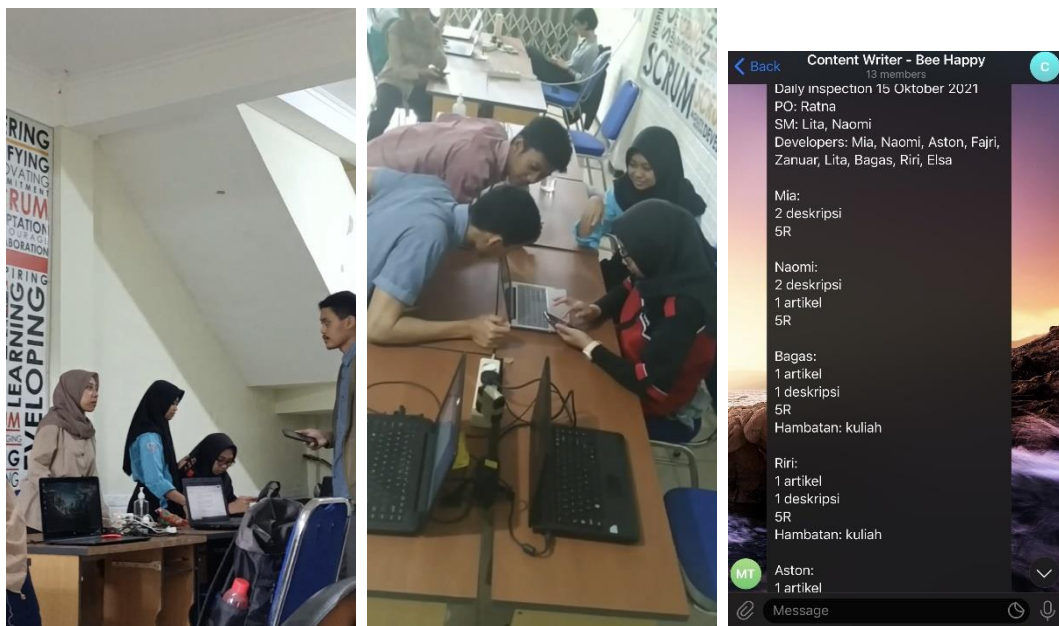


Figure 2.5. Depictions of Daily Inspection

DATE	Aisyah Jazuli (147)	Anja (148)	Misbakhul Munir (168)	Anandita (169)	Aulia Zahro (191)	Evarini Dairi (192)	Erika Ayu Melati (193)	Syafira Firdayana (194)	Thasya Shayela (195)	Aston Jordan (213)	Elsa Junita (213)	Afrihadi (214)
17 December 2021		21	22	13								
18 December	40	72	212	200								
19 December					31							
20 December		26	202	205	74	172	70	161	203			
21 December 2021			219	210	48	155	200	70	172			
22 December 2021			206	207		160			202	150	75	63
23 December 2021	42		242	265	81	160	111		202	150	100	
24 December 2021												
25 December 2021												
Total	82	119	1103	1100	234	647	381	231	779	475		63

Figure 2.6. Example of a Daily Report

Here, the position of the writer and other interns as Developers start work in the morning. Effectively, it begins at around 8 AM until the afternoon at 5 PM which includes the daily routine activity at the end of the day, the Daily Inspection. In the daily agenda, Developers will discuss the problems found and overcome during the day with the Scrum Master and sometimes with the Product Owner as well. Then, if all the problems experienced by each Developer have been discussed and whether they can be resolved or not resolved, the Scrum Master will review the results of the discussions obtained on that day. In addition, both the writer and other Developers will record the achievements that have been made that day in Google Sheets. This recording activity is called the Daily Report, which is used as a necessity for daily record data and also functions so that people know how far the target has been achieved every week.



Figure 2.7. Examples of Daily Scrum



Figure 2.8. Examples of Retrospective

Furthermore, in addition to the Daily Inspection, in one Sprint from Saturday to Friday, the Scrum Team will conduct a Daily Scrum at the beginning of the day where this is done to discuss things that will be done in a day for approximately 15 minutes. On Friday, a Retrospective is held to end a Sprint which,

among other things, discusses performance, problems encountered during the week, and their solutions so that they are not expected to be repeated in the next Sprint. In this case, everyone is freed to speak freely consecutively which usually lasts for 45 minutes to an hour or so. Moreover, the Daily Scrum and Daily Inspection, which are held every day, are still carried out and do not change their methods or functions on Fridays regardless of the Retrospective being carried out.

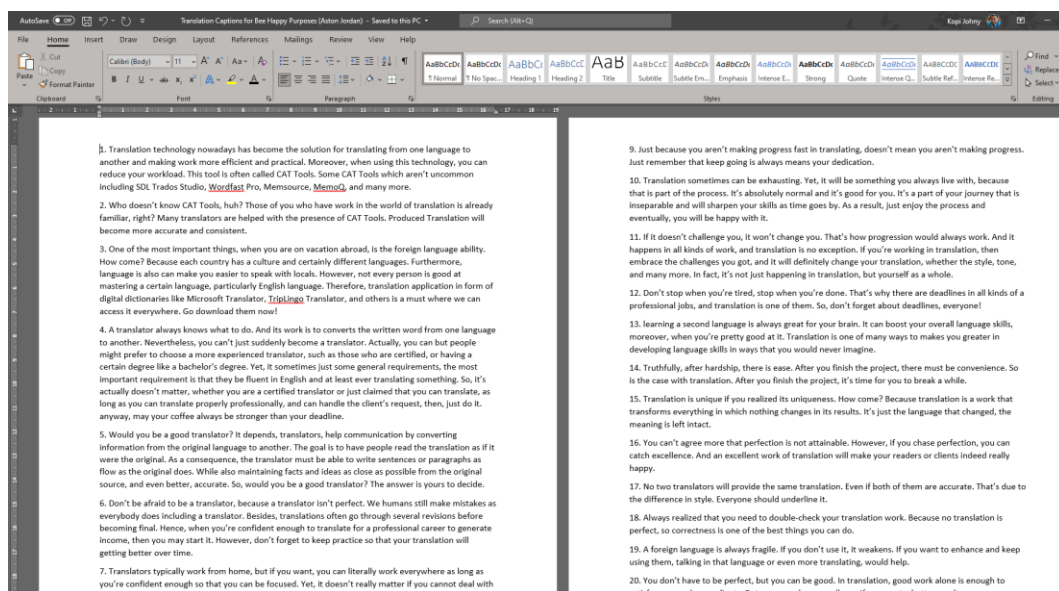


Figure 2.9. 20 Short Captions

In the early weeks of the activity, the writer learned important simple lessons regarding the Scrum framework both from fellow interns who started their internships early and from the writer's advisors. Besides, the writer also has the opportunity to make 20 short captions regarding translation, rework (perfect) the translation results on an online platform called Transpack, and write content about translation by creating descriptions and articles, all done in the range of 27 to 30 September 2021. The first job of making short captions was actually as a form of practice before jumping into actual writing. However, even though this was an exercise, what happened is that the captions that have been made remained into

consideration which was ultimately sorted out and used for Bee Happy promotional purposes. Furthermore, each intern's job was to create as many as 20 captions about translation that sell, inspire, motivate, or educate. This is expected to attract the interest of any readers when it is displayed on Bee Happy's social media, such as on Facebook, LinkedIn, websites, or others. The criteria for each caption made must also be no more than 100 words where the theme still relies on translation. Although the words produced must come from their own creativity, interns are also allowed to look for references both on the internet and on social media such as Instagram. Here, the writer gets his first training in the third week of his internship or to be precise in the second week of October. Only after that, the writer begins to carry out his internship in more depth because he had received basic training and was able to adapt better.

	translator agency	locale	inputText	translation1	New Translation	Comments
374	Transpack Translation Inc.	en_US	Sync your 1Password data	Sinkronkan 1 data Kata Sandi Anda.		Translation 1 already accurate
375	Transpack Translation Inc.	en_US	Change your 1Password account type	Ubah 1 jenis akun Kata Sandi Anda.		Translation 1 already accurate
376	Transpack Translation Inc.	en_US	When you open 1Password, you'll see a list of all your items, like your passwords and credit cards.	Saat Anda membuka 1Password, Anda akan melihat daftar semua item Anda, seperti kata sandi dan kartu kredit Anda.		Translation 1 already accurate
377	Transpack Translation Inc.	en_US	After you're done creating your account, you'll see your Home page.	Setelah selesai membuat akun, Anda akan melihat halaman Beranda Anda.		Translation 1 already accurate
378	Transpack Translation Inc.	en_US	Team and business accounts have their own unique web address on 1Password.com.	Akun tm dan bisnis memiliki alamat web unik mereka sendiri di 1Password.com.		Translation 1 already accurate
379	Transpack Translation Inc.	en_US	Use 1Password to fill login details and other items:	Gunakan 1Password untuk mengisi detail login dan item lainnya:		Translation 1 already accurate
380	Transpack Translation Inc.	en_US	Select a vault, give the login a title, and add any tags.	Pilih brankas, beri judul login, dan tambahkan tag apa pun.		Translation 1 already accurate
381	Transpack Translation Inc.	en_US	SAVING AND FILLING PASSWORDS	PENYIMPANAN DAN PENGISIAN KATA SANDI		Translation 1 already accurate
382	Transpack Translation Inc.	en_US	Get started with 1Password in your browser	Mulailah dengan 1 Kata Sandi di browser Anda	Mulailah dengan 1 Kata Sandi di peramban Anda Setelah Anda menginstal aplikasi 1 kata sandi, Anda dapat mulai menggunakan 1 kata sandi di peramban Anda untuk menyimpan dan mengisi kata sandi secara otomatis di semua situs yang Anda kunjungi di web.	Translation 1 already accurate
383	Transpack Translation Inc.	en_US	After you install the 1Password apps, you can start using 1Password in your browser to automatically save and fill passwords on all the sites you visit on the web.	Setelah Anda menginstal aplikasi 1 kata sandi, Anda dapat mulai menggunakan 1 kata sandi di browser Anda untuk menyimpan dan mengisi kata sandi secara otomatis di semua situs yang Anda kunjungi di web.		Translation 1 already accurate
384	Transpack Translation Inc.	en_US	Covid Live Updates: Pfizer Says Its Booster Offers Significant Protection Against Omicron	Pembinaan Langsung Covid-19 Pfizer Mengatakan itu Penuaan Booster Signifikan Perlindungan Terhadap Omicron.		Translation 1 already accurate
385	Transpack Translation Inc.	en_US	She told The Detroit Free Press that the only side effects Jacob had experienced from the vaccine were fatigue and fever, which are considered normal.	Dia mengatakan kepada The Detroit Free Press bahwa satu-satunya efek samping yang dialami Jacob dari vaksin adalah kelelahan dan demam, yang dianggap normal.		Translation 1 already accurate
386	Transpack Translation Inc.	en_US	Princess Amalia of the Netherlands joins Maxima and King Willem-Alexander at a Council of State meeting as she steps into public role the day after 18th birthday	Putri Amalia dari Belanda bergabung dengan Maxima dan Raja Willem-Alexander pada pertemuan Dewan Negara saat dia melangkah ke peran publik sehari setelah ulang tahun ke-18.	Putri Amalia dari Belanda bergabung dengan Maxima dan Raja Willem-Alexander pada pertemuan Dewan Negara saat dia melangkah ke peran publik sehari setelah ulang tahun ke-18.	Translation 1 already accurate

Figure 3.0. Rework of a Translated Translation Project

As part of the Developer team, the writer gets more time in writing content than translate because that was the main job and task of the writer. However, as

previously mentioned, the writer at the beginning, precisely on September 28, 2021, had the chance to work on a translation project that was obtained by Bee Happy, Transnpack. At that time, the translation was carried out in the form of a retranslation or improvement of a previously translated translation. Thus, the translation in Indonesian is already available in an Excel file along with the original language, English, where the total number of texts that need to be retranslated was 1678 texts. Each default text on each number ranges from 4 minimum to 40 words maximum. As an intern, the writer only needs to improve the existing translation by directly replacing (editing) the words that they feel are still not quite right so that they become texts that are pleasing to the eye, heard, and read by the target people or intended readers. The writer got a total of 177 texts to be retranslated from the total existing texts. The remainder of the text is divided among other apprentices who all get a fair amount. Nevertheless, some get a little more or less than others which fortunately has been mutually agreed upon.

The direct translation for the first time was just performed in the third month of the writer's internship. And the translation project was performed in just a few moments and only a few times. Unlike the case with content writing, the writer has also done it from the start immediately after completing the first translation project, namely retranslation on September 28, 2021. The first content writing project is to create a description. This continued for the next few days when the writer managed to make a total of 9 descriptions on October 4, 2021. The next day on October 5, 2021, there was something new in which the work was continued by making the

first 2 articles that day. That's why, on the following days, descriptions and other articles were made alternately or simultaneously from one day to another.

In the project of writing content descriptions and articles, the writer was asked to develop a Product Backlog on the topic of translation linguistic services. In a writing description, the number of words must be at least 300 words, whereas an article must be at least 800 words. The writing process for both cannot be done carelessly, because every description and article must have keywords. Fortunately, it has been provided by the Product Owner so that the Developers can immediately implement and communicate it with the Scrum Master. The existing keywords also aim to follow SEO procedures or also known as Search Engine Optimization. This is used and emphasized so that the written content they have created can appear optimally in the search results of leading web search engines such as Google, Yahoo, Bing, and others when it has been successfully uploaded later. At each change of a certain Sprint, the Scrum Master provides different keywords which have been communicated with the Product Owner so that the written content is not monotonous. The content that is created may still contain and be based on keywords, however, the writer must also maintain the quality of the content to keep it interesting to read. Hence, the writer here maximizes his creative writing knowledge, as has been obtained from the Essay Writing course.

This consecutive work on descriptions and articles went on for roughly 3 weeks until October 22, 2021. At that time, it was finally decided by the Product Owner who had also communicated with the Scrum Master to finish working on the article and continue writing descriptions. This continues until December 14,

2021, with a weekly work target system that is slightly different from before. If at first the content writing pattern was performed based on the daily target of requests from the Product Owner or Scrum Master, in the later pattern content writing was performed based on weekly targets. Work with a daily target pattern where 2 to 4 descriptions and articles were done every day, last for less than a month or more precisely from 28 September 2021 to October 23, 2021. Meanwhile, work with a weekly target where articles were no longer included in the to-do list, takes place from October 26, 2021, to December 14, 2021, and was continued by translation work afterward. In the weekly target, the 160-description target was divided into a team of 5 content writers at that time. So, each writer gets 32 descriptions to work on every week. The writer can do 3 to 5 descriptions every day. And if the writer does not reach his daily goal, he tries to cover more than his usual daily goal towards the end of the Sprint so that his weekly target of 32 descriptions can be achieved.

Keyword	Username	Judul	Tags
1 List Kompetitor Google Search Engine			
2			
3			
4			
5 agile localization			
6 app localization			
7 app localization service			
8 app localization tools			
9 app localization translation			
10 app store localization			
11 application localization			
12 best game localization			
13 best localization			
14 best localization companies			
15 best localization software			
16 best software localization			
17 best website localization			
18 best website localization			
19 business localization			
20 content localization			
21 content localization strategy			
22 creative localization			
23 document localization			
24 elearning localization			
25 figma localization			
26 figma localization plugin			
27 free localization tool			
28 game localization			
29 game localization agency			
30 game localization companies			
31 game localization company			
32 game localization translation			
33 gaming localization			
34 global localization			
35 globalization internationalization localization translation			
36 language localization			
37 language localization			
38 localization in business			
39 localization trends			
40 localization advertising			
41 localization agencies			
42 localization agency			
43 localization and globalization			
44 localization and internationalization			
45 localization and translation			
46 localization angular			
47 localization app			
48 localization application			

	A	B	C	D	E	F	G
4	internship application letter		a letter for internship		internship program 2022 indonesia		how to start a internship program
5	internship career		a letter for internship application		internship program abroad		what is a internship program
6	internship careers indonesia		a part time internship		internship program abroad paid		developing a internship program
7	internship careers		a request letter for internship		internship program advertisement		creating an internship program
8	internship careers in indonesia		a training internship		internship program application letter		qualities of a good internship program
9	internship certificates		cast of the internship		internship program benefit		quest diagnostics summer internship program
10	internship college program		corporate internship program framework		internship program benefits		quest diagnostics internship program
11	internship college program for students		cover letter for internship		internship program benefits for students		quest internship program
12	internship college student		cover letter for internship with no experience		internship program booklet		hr internship program 2021
13	internship college student program		cv for internship		internship program certificate		hr internship program template
14	internship college students		cv internship		internship program company		hr internship program
15	internship college students 5th semester		cv internship experience		internship program cover letter		virtual internship program ideas
16	internship completion letter		cv internship template		internship program definition		volunteer internship program
17	internship cv		design internship		internship program description		what is internship program
18	internship essay		difference between internship and apprenticeship		internship program design		what is the goal of an internship program
19	internship experience		digital marketing internship		internship program development		what is the benefit of internship program
20	internship experience in cv		email for internship		internship program disney		why do you want to join an internship program
21	internship experience in startup		engineering internship		internship program email		what is your motivation to join the internship program
22	internship experiences		evaluation of internship program		internship program evaluation		
23	internship final report		example of cover letter for internship		internship program evaluation form		
24	internship for administration		executive internship program		internship program evaluation questions		
25	internship for college students		finance internship		internship program evaluations		
26	internship for college students 2nd Semester		financial analyst internship		internship program example		
27	internship for content writer		free internship		internship program experience		an internship provides the opportunity
28	internship for copywriter		government internship program		internship program finance		application for internship opportunity
29	internship for finance opportunity		government internship program 2021		internship program for college students		best internship opportunities
30	internship for fresh graduate		government internship program 2022		internship program for digital industry		business internship opportunities
31	internship for fresh graduate 2021		government internship program duties and responsibilities		internship program for high school students		email requesting internship opportunity
32	internship for international students		graphic design internship		internship program for human resources		get an internship opportunity
33	internship for januan 2022		graphic designer internship		internship program goal		graduate internship opportunity
34	internship human growth opportunity		how to apply for internship		internship program goals		how would you like to use the internship opportunity
35	internship human opportunity		how to get an internship		internship program goals and objectives		incredible internship opportunity
36	internship in linkedin		how to write a cover letter for an internship		internship program goals and professional plans		interesting internship opportunity
37	internship indonesia		human growth internship opportunity		internship program graphic design		interesting internship opportunity in east java
38	internship indonesia 2021		human resources internship		internship program guidelines		internship opportunities near me
39	internship indonesia 2022		internship program		internship program high school		internship opportunities near me
40	internship info program		interview questions for internship		internship program highlights		internship opportunity in east java
41	internship java timur		job description for internship		internship program ideas		internship opportunity in the field of human resources
42	internship job description		letter for internship		internship program indonesia		internship opportunity near me
43	internship jobs		letter for internship request		internship program indonesia 2021		internship opportunity notice
44	internship malang		letter of motivation for internship		internship program indonesia 2022		internship opportunity resume
45	internship malang 2021		linkedin internship		internship program international		legal internship opportunity
46	internship online		machine learning internship		internship program interview questions		letter for internship opportunity
47	internship online 2021		marketing internship		internship program job description		letter requesting internship opportunity
48	internship online college students		motivation letter for internship		internship program job desk		management internship opportunities
49	internship opportunity		professional letter for internship		internship program job		non internship opportunities

Figure 3.1. Examples of Used Keywords (Highlighted in Yellow) and Unused

In both patterns of articles and descriptions, the process is to create written content by relying on the keywords that have been provided and maximizing their use in each article or description that is made. This all is done as the main step so that the posts they make can appear optimally on web search engines as previously mentioned. The keywords also have themes that were divided into 4 themes, namely translation, proofreading, localization, and internship. In each theme, there were hundreds of keywords have been provided and the writers only use one each time, they create a description or article. This was done to maximize the keywords that have been used in the content created. The following is an example of one of the written contents in the form of a description that had been created:

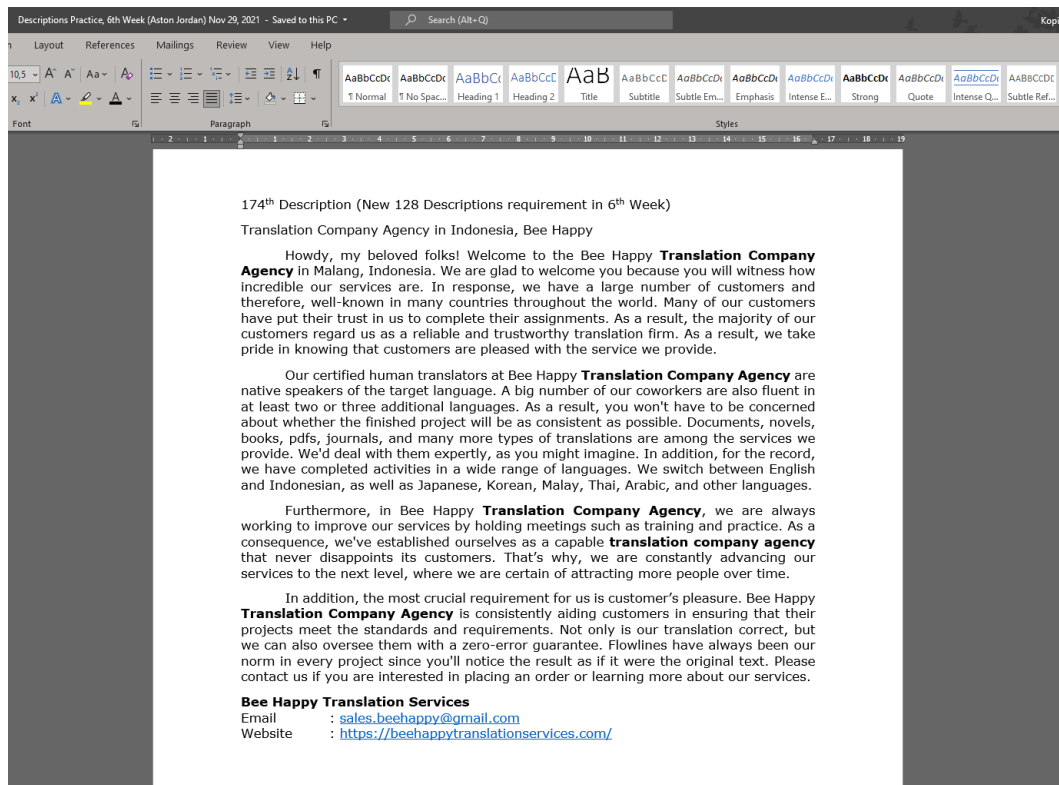


Figure 3.2. Mentioned Description Work

In the screenshot of the description above, it can be seen that the content entitled “Translation Company Agency in Indonesia” discusses what kind of service Bee Happy Translation is in relatively short writing. In a length of 354 words, this writing contains promotional elements. One that is clearly visible is the use of keywords that are emphasized in writing such as Translation Company Agency as the main keyword highlighted and Bee Happy itself as a mandatory keyword. This is achieved so that the writing can be highlighted better as a mandatory procedure for SEO-based content. In addition, it is hoped that the writing can also appear at the top, or the start page of a web search engine if internet users search using one of the keywords that the Developers happened to have created. So is the case with articles, where the main difference is none other than the minimum word length and writing style approach that is more descriptive than just

convincing. Finally, the closing section for both types of writing contains contact information that can be contacted and an invitation to encourage readers to take further action.

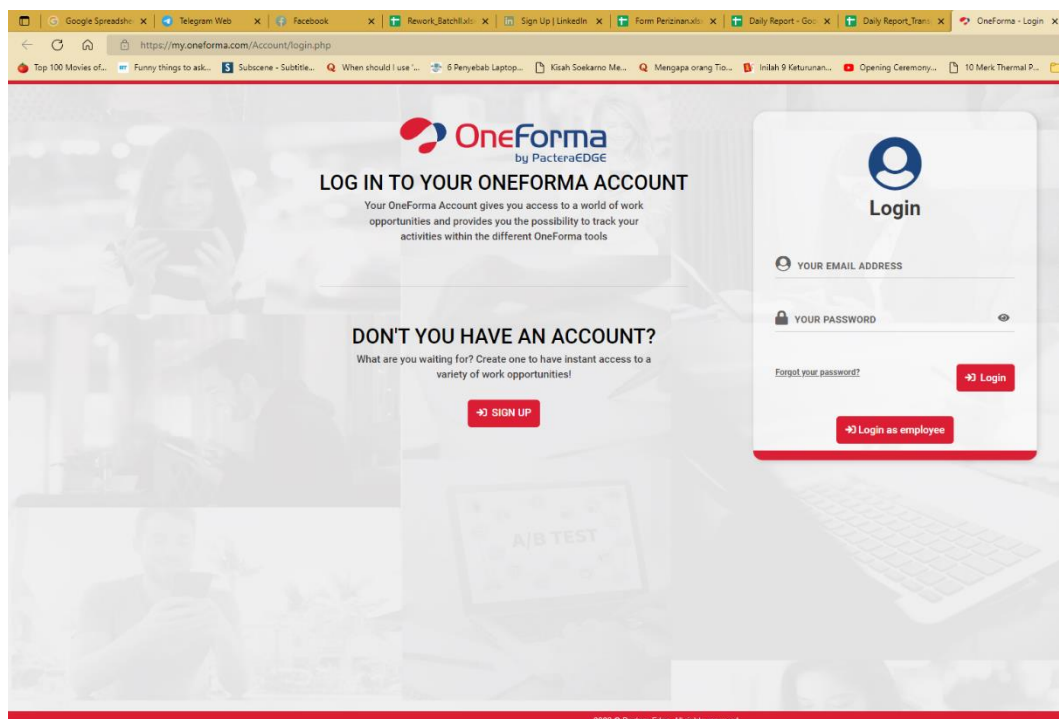


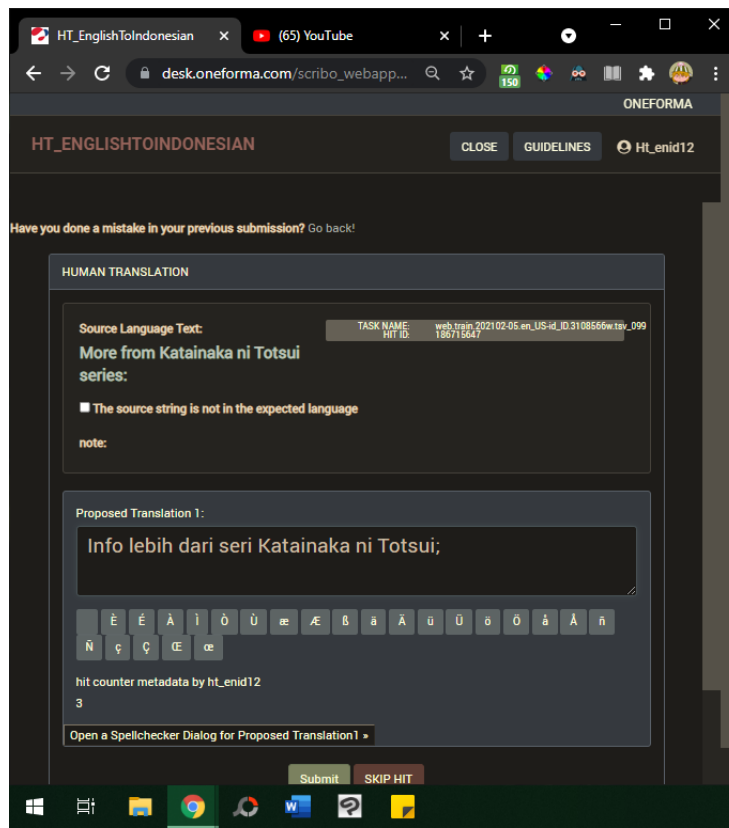
Figure 3.3. OneForma Website Login Page

As previously mentioned, the translation work will only be performed after the description work has completely ended on December 14, 2021. This also marks the end of content writing as one of the jobs during the internship that the writer gets. The translation immediately replaces the day after, on December 15, 2021. In the translation project, the writer has the opportunity to work on translations originating from a crowdsourcing website called OneForma. It is an online platform that offers a large variety of micro tasks to work from home with a flexible schedule, work remotely or onsite on clients' premises and then pay you after completing them (Gates, 2022). And it was the online platform that was used throughout the project. Every intern, without exception, was provided with dozens of translation

segments from English to Indonesian and vice versa which must be achieved between 250 to 300 hits with a total word count of approximately 2500 words per day. Hit is a term for a segment of a translation page on OneForma which contains from 1 to 40 words in sentence form, several sentences to paragraphs. Each hit presents snippets of sentences or paragraphs with different topics that can be done directly by pressing the “submit” button and moving or skipping to the next hit by pressing the “skip hit” button as shown in the picture:



Figure 3.4. Example of a Transpack OneForma Project



The word order in OneForma's hits seems some are regular, and some look irregular. This happens because the original text in each hit already defaults from the source. Therefore, it is commonplace that the Developers often encounter irregular word order forms such as those in the picture. As a consequence, translating there sometimes requires a word-for-word translation approach. And to make the process easier, the writer also exchanges ideas and opinions with fellow interns regarding this matter if they find parts that are difficult to translate. The translation work took approximately 2 weeks, or 9 days to be exact, until December 23, 2021.

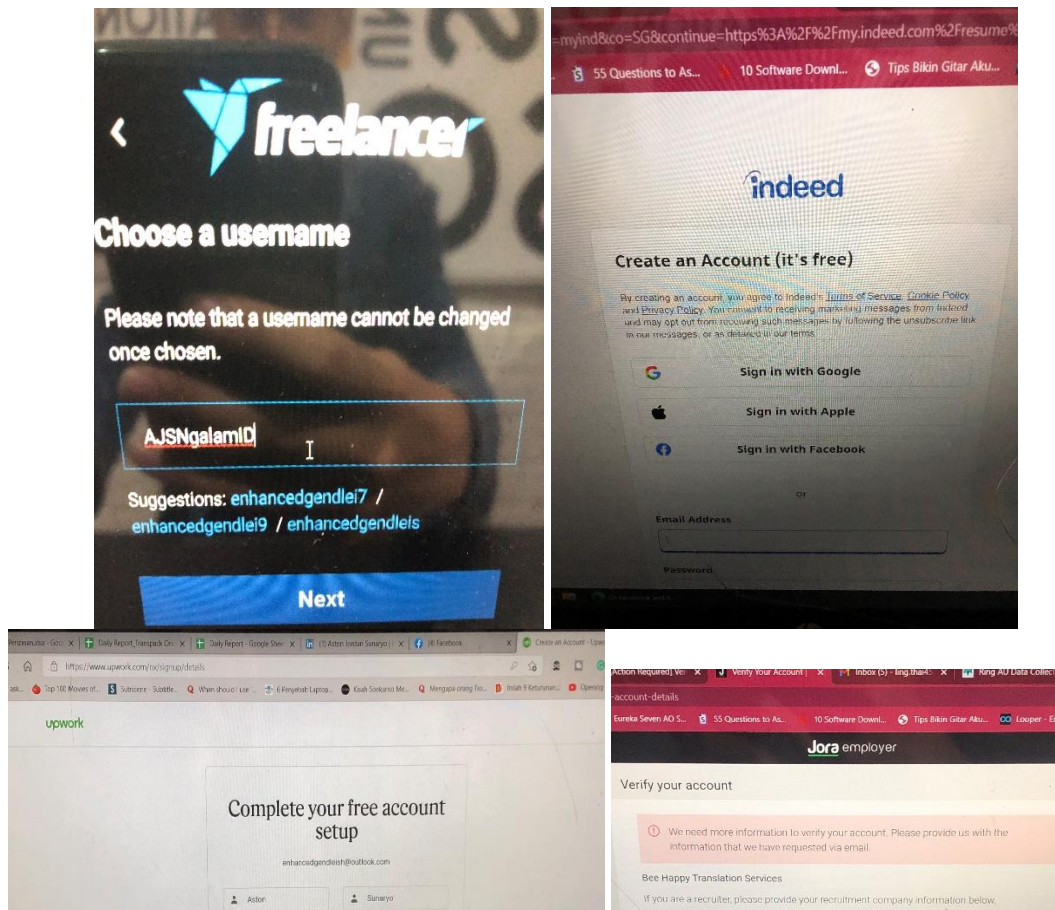


Figure 3.5. Several Tried/Used Employment Websites (Freelancer, Indeed, Upwork, and Jora)

Lastly, digital marketing was a division obtained by the writer and other interns which was effective from December 27, 2021, until the last day of the internship, on January 25, 2022. Here the writer was assigned to look for candidates to be employed in various projects owned by Bee Happy Translation. These projects include marketing job vacancies for transcription, translation, and others. In this case, a freelancer is one type of job seeker needed by Bee Happy Translation because he or she also tends to look for jobs or projects that are not permanent until the job provider considers them completed according to the contract agreement. Therefore, Bee Happy recommends that Developers look for as many employment websites and career opportunities as possible so that our search for freelancers can

produce results. Websites that have been tried/or used by the writer include Jora, Guru, Upwork, Indeed, Truelancer, and LinkedIn. Out of all, LinkedIn was the most fruitful, where the writer got a lot of potential candidates for the project at hand. One project in which the writer had found quite a few interested people in the transcription project aimed at native Australians and New Zealanders. Here is a quick look at a screenshot of the posted transcription project:

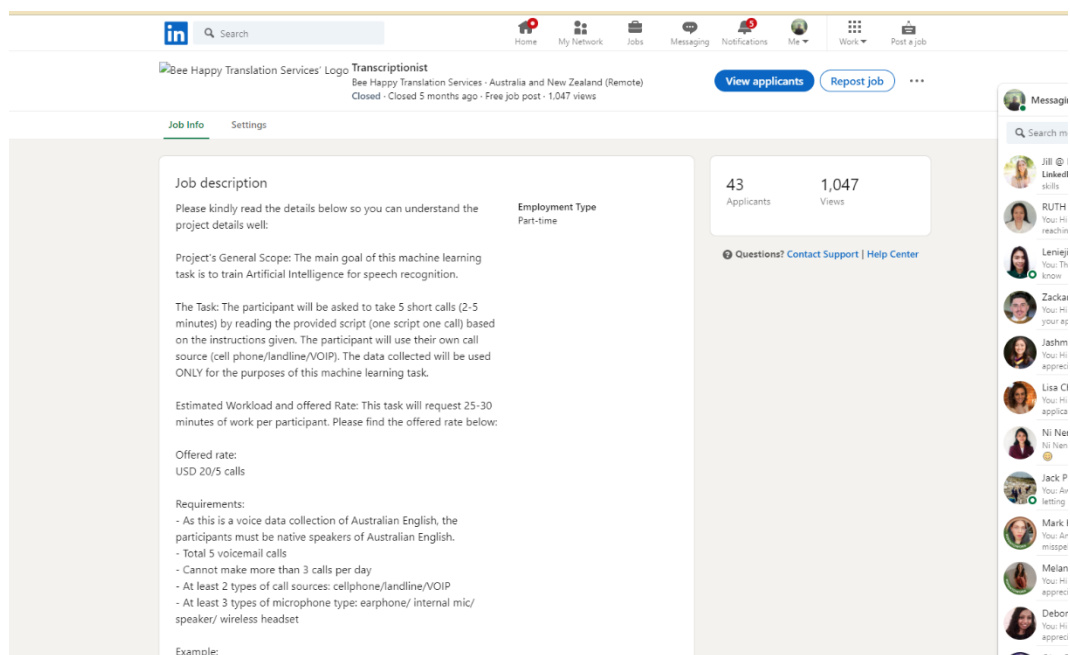


Figure 3.6. Bee Happy's Transcription Project for Australians and New Zealanders Posted on the Writer's LinkedIn Account

Here the writer got detailed job descriptions along with other requirements from the Scrum Master so that he and his team can directly post them on the websites they have previously registered. The main task of the writer was to communicate by contacting interested applicants to confirm whether they can proceed with the registration process to the next step. Nevertheless, before communicating directly with them, the writer needs to sort out and choose which candidates are really suitable for the required project. One of the main

considerations was which country the person lives from. After that, it is followed by considering the application, resume, education, abilities, and others. Despite all that, Bee Happy advises not looking at someone's nationality too seriously, as it turned out very few native Australians or New Zealanders were actually willing to participate in the project. Hence, people from other countries, as long as they can speak English, and do not necessarily have to speak Australian English, can be considered potential. Since the writer did only the recipient in the initial step, the candidates will still be reconsidered by the Scrum Master and Product Owner so that their decision will determine whether someone can be involved in the project or not. That's why a confirmation post link was included in the job description because it was intended for those who have been confirmed to be able to proceed to the next step.

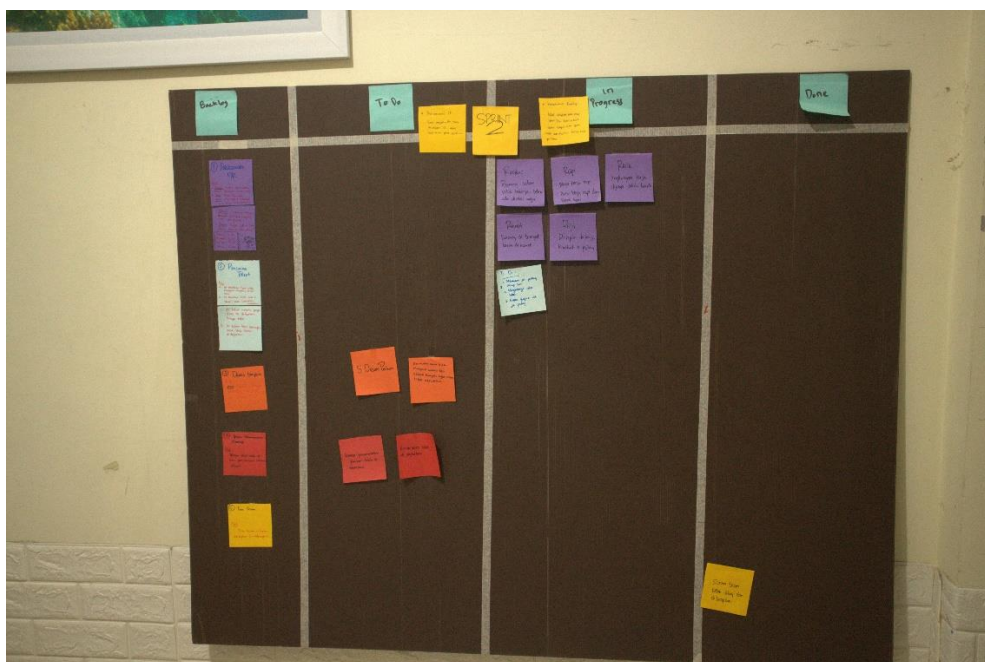


Figure 3.7. Bee Happy's Scrum Framework

Then, as mentioned on several previous occasions, Bee Happy also has a Scrum Framework system that is flagged by Sprint every week. On Saturday,

Developers, including the writer himself, will hold a Sprint Planning where the targets of the work to be carried out are discussed. Not to mention, it is the Product Owner who will provide the Developers with the targets that must be completed in one week. As seen in the picture above, there is a Scrum Board which consists of a Backlog as a list of things the Bee Happy's Scrum Team has to do; To-Do as things that are decided to be done now or in one Sprint; In Progress is the current one; Done is the finished one. The Scrum Board is claimed as the best way to visualize how a Scrum Team can organize and manage the projects they have in a company as part of the Scrum Framework. Also, as one of the key points of the Scrum Framework, the Scrum Board is here to help Sprint get on track every week on Bee Happy.

The cycle is that everyone in the company, including the writer, sees the Backlog, which contains what to do from the top (priority) to the bottom. Afterward, move it or work on what is already in the queue on To-Do. Then in the middle of the week, what is being worked on will usually be moved to In Progress. Eventually, after it has been achieved or is deemed complete, it will be moved to Done, and so forth.

2.3 The Problems

The writer encountered some challenges and issues while working at Bee Happy throughout the internship program. The writer's performance as an intern is thought to be affected by these issues. There were several issues, among others:

2.3.1 High Workload for Article Writing

From the very beginning, the writer actually had enough difficulties when writing content because he was not used to it. Fortunately, in the first week, the writer was allowed to practice and therefore, adjust to the existing work routine. The writer starts by doing 1 to 2 descriptions per day in the first week and turns into 3 to 4 descriptions in the second week. Not to mention, coupled with the inclusion of article work which in terms of words is far more than working on a single description. However, not everyday workload continues to increase; sometimes, on a certain day, it can also decrease depending on the request of the Product Owner or Scrum Master. Even so, the daily work target on average continues to increase as the week progresses, such as working on at least 2 articles and 1 description a day.

As mentioned earlier in the activities section, the content writing weekly target system was far quite more challenging than the daily target. Aside from the number of descriptions to be accomplished in a day, things have to be faster due to the limited time demands. This sometimes makes the writer quite stressed with the existing workload, forcing him to work even harder than in the previous system.

2.3.2 Ideas Generation

Aside from the high workload of writing content, there comes the need for ideas in every writing article and description. Although the content writing must be based on the given keywords so that the writer does not have to search for the title itself, the lack of ideas had been enough to hinder the work. This was not only experienced by the writer himself but also by his fellow intern colleagues as well.

Not to mention, the minimum word requirements for each description were without compromise, so what will be conveyed must be well thought out.

Revisions and additions to keywords had also been made several times, but the lack of ideas was one of the problems that the writer and other interns dealt with. Even though he had gone through various difficulties and trials until the time for writing content was over, the writer still felt a huge challenge in every process.