

CHAPTER V

CONCLUSION AND SUGGESTION

This is the chapter where the writer provides the conclusion of the whole report along with suggestions for the English Letters Study Program, and Bee Happy Translation Services.

5.1 Conclusion

The presence of education has significantly changed the way how we think and perceive things. Making the development of the human civilization, we loved getting advanced rapidly. Humans are being shaped and molded. Without its role, we would never achieve the unachievable. Anything from the impossible becomes possible with it. As Nelson Mandela put it, “it always seems impossible until it is done.” (Satell, 2015). That is why the twenty-first century we live in produces immeasurable breakthroughs which, at first, we may not know all of them can be achieved. Education leads to the enlightenment of mankind ("Education", 2013). However, to implement what we have obtained from education and to fully bring up our inner potential, working is a must.

For many people, to apply for a job and go straight transitioning from school to work may seem improper without proper preparation. Hence, many are proven to be looking for experience before going into full-time work. That kind of experience can actually be obtained first from a program called internship. It is better to get a feel of how to work somewhere without being bound by a company or agency. People can learn and make mistakes safely since they are interns. It can

offer a beginner in a career field practical experience within a professional role (Editorial Team, 2021). If people are taking education up to the undergraduate level in universities, it is a plus point. They will be facilitated by professionals such as their lecturers, which will help them to get an internship that suits their major, abilities, and needs. With this opportunity, they can implement what they have learned so far into action.

As an English Letters Student of Universitas Ma Chung, the writer had the chance to take an internship at a translation services agency named Bee Happy. Established in 2014, the company was founded by Evi Datur Rofiah and Beny Sugeng Andriyanto who are also husband and wife. Bee Happy is one of the leading Language Service Providers in Malang, Indonesia, that offers affordable language services that serve various local to international clients. Building relationships with top clients, including Quipper, EOS Intelligence, Cicero Translations, and others, Bee Happy is known for its slogan that reads “*We translate your ideas*”. They serve a variety of language services, including translation, transcription, web localization, editing and proofreading, interpretation, and virtual assistant. Moreover, Bee Happy follows a framework called Scrum for all of its procedures and project management, which is known as a lightweight work management methodology designed for complicated product development. It works by assisting both employers and employees in resolving complex challenges and teaches them to collaborate in a flexible, agile manner. In other words, Scrum is a framework for assisting teams in their collaboration.

During four months of internship starting on September 25, 2021, until January 25, 2022, the writer felt the conditions of the working environment better since it is done right from the Bee Happy offices. The writer gained various opportunities, experiences, and things while still implementing the COVID-19 health protocol. He was given the opportunity and entrusted to try three divisions, including translation, content writing, and digital marketing. First, from the translation division, he was assigned to translate two translation projects. Translation rework came from an online platform called Transnpack, yet, edited and finished manually in an Excel file; and worked on translation approximately 2500 words per day, originated from a crowdsourcing website called OneForma which took 9 days in total.

Second, the content writing division was the writer's main division since the days were the longest, and the task was the most substantial. Here the writer was assigned to work on descriptions and articles on the topic of translation linguistic services, which follow the SEO procedures. Even so, its use still pays attention to its limitations so that the contents remain interesting to read. The third one and the last, digital marketing, was the last division entered, and it was new to the writer. Here the writer is assigned to look for candidates to be employed in various projects owned by Bee Happy Translation. The writer had been looking at many employment websites such as Jora, Guru, LinkedIn, and others to post the projects needed. One of the main tasks of the writer was to communicate, sort out, and choose which candidates were really suitable for the required project.

After four months of running the internship, the writer found that content writing was the hardest among the other two divisions. This division was indeed completely draining the intern's mind to some extent. In the process, he found difficulties that affect his performance. First, the content writing weekly target system was far quite more challenging than the daily target since 32 descriptions were given every week to the writer. Due to the limited time demands, working has to be faster to achieve roughly five to six descriptions per day. This was where sometimes the writer got stressed with the workload. The second one, 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. 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.

To overcome the first problem, the writer built thinking none other than focus, consistency, and motivation. With that in mind, he manages his time to work as much as possible. The writer can work on more than 5 descriptions in a day, such as 6 to 7 descriptions. Even though the presence of comrades in the internship sometimes distracts the writer's performance, eventually, the writer needed this to control his mind and mental so that he could refocus. Consistency and motivation also, hand in hand, helped the writer to be more enthusiastic about staying working. The desire to finish immediately, and succeed in achieving the daily targets that he set himself, had planted in the writer's mind. Seeing excited friends were a plus

point to help him stay on track. And be able to have additional time to rest before going home, was also a motivation that the writer created in his mind.

As for the second problem, the writer has the same thoughts as one of the theories that came from Chapter III. As described, content exists as digital assets that are full of potential, characterized not by being finished or published, but rather by their availability for repurposing, mining, and other future uses (Pullman & Gu, 2007). The writer applied this in which the contents he created can be reused if needed. Although there may be similarities between produced writings, they were not the same since he always created a new description every time a new one was going to be made. Furthermore, another factor that helps to overcome the second problem was the list of keywords as anyone can choose freely of which to use next. Then, the principles of SEO in Chapter III have also helped the writer cater as it was the same as the writer had experienced. There are three of the five most influential so far, including search-friendly article titles, repeat keywords but not too excessive, and create links to published articles.

5.2 Suggestions

The first suggestions are intended for the English Letters Study Program of Universitas Ma Chung. Practicing the real-world situation of work in Bee Happy Translation Services was indeed a great experience gained by the writer. The opportunities were so many that the writer succeeded in experiencing three different yet similar worlds of work at the same time in a company. This kind of situation, however, can be experienced in Ma Chung too where students are taught about translation, content writing, and digital marketing. Nevertheless, one of the subjects

was never taught explicitly, which is digital marketing. As far as the writer is concerned, there is no digital marketing course that is fully integrated with English Letters Study Program. With the rapid development of today's world, the writer thinks it might be time to gradually add courses that are oriented toward the development of the digital era. And one of which is digital marketing. Furthermore, both translation and content writing aspects also need to be added so that future students will be more prepared if they happen to get the same type of internship as the writer.

The second suggestion is intended for Bee Happy Translation Services. The writer thanks the company for being willing to accept him for an internship there. It was a wonderful yet memorable experience where the writer learned so many valuable lessons there. However, several things still need to improve to make the internship better. The lack of training in the company is necessary to be improved as it is one of the crucial keys to making the interns can adjust and understand better what kind of work they perform. Furthermore, providing a more rational amount of work that is suitable for the level of an internship program. So, it does not have the impression that the company is really using the opportunity to over-utilize the apprentices.