

CHAPTER 2

INTERNSHIP ACTIVITIES

2.1 Company Profiles

Translation Transfer, which is mainly based in Jember, East Java, Indonesia, was founded by Zakkyl Fikri Pratama in 2018. Prior to its first inception, Zakkyl himself has accumulated a wide range of experience and expertise in English Letters field in general including writing a thesis on translation strategies of a Senior High School bilingual book and dynamic translation model used in translated articles in news website to create meanings in the target language, as well as taking many English courses during his time in Kampung Inggris Pare and managed to get certificates of proficiency in English vocabulary, grammar structure, speaking and public speaking, and pronunciation. Since 2017, Zakkyl also started his first project in the language translation field of work, in which he managed to translate approximately 3500 words in the span of two days. His major projects in the language translation field includes, but not limited to, academic papers presented by UNICEF, legal agreement documents, and software and games localization.

Translation Transfer is a company which aims to be one of the central parts in bringing information to the masses, bridging the gap between different kinds of cultures from every part of the world through its specialization and expertise in language translation and localization. Its company vision includes bringing about a high quality service in translation and localization, creating and pushing for more initiatives in technological innovation as well as maintaining its sustain-

nability so that it places customer satisfaction as the main drive, and also actively participating in connecting the world together through efficiency in communication. Translation Transfer puts high emphasis on the value and time efficiency of every one of their stakeholders; integrity in the sense of always paying attention to technological innovation; trust from each customer; commitment between every parties involved in the service, and; accountability of the work. As of now, Translation Transfer employs both full time and freelance translators who are proficient in their respective language and have been working in the translation and localization field of work for years. These translators' own respective expertise over various kinds of fields combined with the use of technology makes sure that the quality of the work they produce are of high quality in terms of substance, quickness, accuracy, and consistency. Working at the rate of approximately 60 thousand words daily, they are also capable of giving competitive prices for their services in the market without sacrificing the quality.

Translation Transfer offers a wide range of services, including documents translation, editing, transcription, proofreading, transcreation, interpreting, subtitling, and website, application, and software localization. They are also open to work to a wide range of fields, including legal documents, game, education, tourism and travel, banking, finance, accounting, internet and e-commerce, advertising and promotion, medic, automotive, cosmetics, food and beverage, manufacturing industry, housing, transportation, telecommunication, and many others. With these services, their clients are from many established names in the industry, such

as Google, Microsoft, Netflix, Caterpillar, L'Oreal, Toshiba, Tencent, Hewlett Packard Enterprise, Epson, Puma, Sharp, Amazon, P&G, and Alibaba.

2.2 Internship Activities

My internship in Translation Transfer lasted in the span of approximately four months, in which we received mainly theoretical aspects which will serve as a foundation for our translation and localization skills. Below is a brief description of activities we did during the internship.

In the first month, in August, we began by introducing ourselves and gained insights to Translation Transfer internal workings and functioning before immediately starting to work on theory. At first, we were mainly taught on the theory and formulation of copywriting. At times, we would also be given tasks and quizzes through educational websites such as quizizz or padlet, or even practiced in formulating scripts for video intended for social media posts, as well as writing articles on various topics.

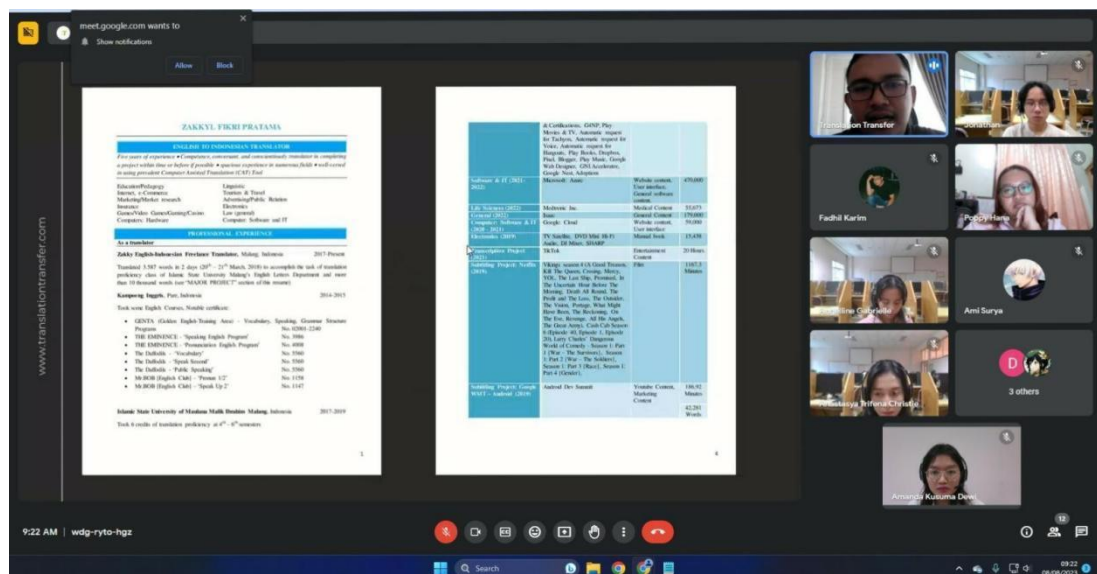


Figure 1 First Meeting with Translation Transfer

We began by having Zakkyl as the President Director introducing how Translation Transfer works. Zakkyl then also shared some information about himself; the projects relating to translation and localization works which he did during his university years, the writings which he produced, and what drove him to finally decide to manage his own translation and localization company, as well as shared how he found potential full time workers for the company, of which could be done through joining similar programs such as Kampus Merdeka. He gave his views towards translation and localization industry, the hardships and challenges he encountered especially in today's time where AI technology such as ChatGPT may or may not present threat for workers in translation and localization in particular and language industry in general, the kind of theories concerning translation which can be used to enhance our skills in translation and localization works, as well as personal tips for us who wanted to continue our career path in translation and localization industry. During these periods (and also months after), Zakkyl would delegate some of the workload in terms of teaching us the interns about translation and localization to Fadhil. Fadhil started by giving us a pre-test session about principles in standard writings, which I presumed was intended to determine our respective proficiency levels in our native language. This test included knowledge about synonyms, idioms, and sentence structure. After this, we were assigned to work on a persuasive text which topics were assigned to each intern randomly.

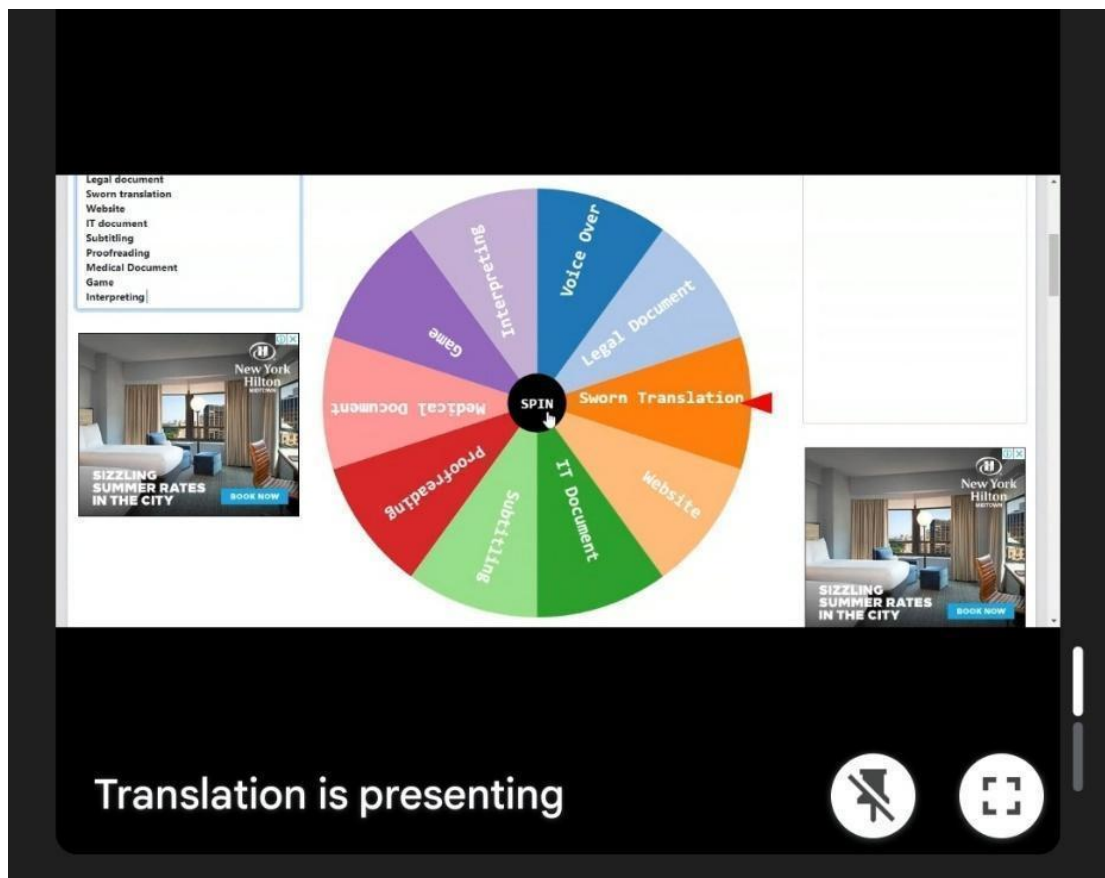


Figure 2 Assigning Topic for Persuasive Text

Having written our own persuasive text (see Appendix 1), we then were taught about the various kinds of formulas of copywriting. For each of our own writings, we were tasked to identify the formula of copywriting within the text and given time to do peer review. We were also assigned another task to write more text (see Appendix 2), now with keeping in mind the formula of copywriting which has been taught previously.

We had another peer review session for this copywriting text before proceeding into more explanation on the formula of copywriting. We had another test on colloquial language and expressions which were commonly used by people in social media. Then, we were introduced to the concept of carousel post which was

commonly used in Instagram posts as one of the most common marketing strategies used by companies. We were then assigned more tasks to draft our own concept of carousel post in social media (see Appendix 3).

In the second month, we were required to submit a video task which was given in the prior month. Starting from this month, we also began our practice in using SDL Trados as the preferred computer assisted translation tools which served as the main task in addition to prior assigned tasks such as writing articles. Here we are given Google News Initiative Design Accelerator Playbook to practice our translation skills and also given time and space to do peer review in pairs before presenting each of our versions in a large group discussions setting.



Figure 3 Sample for Video Assignment

We submitted the video task which was assigned in the prior month after the draft for the video for the script was approved. This was a good assignment, especially for those who have never had experience or learnt an expertise in creating video content as it broadened our skills in marketing.

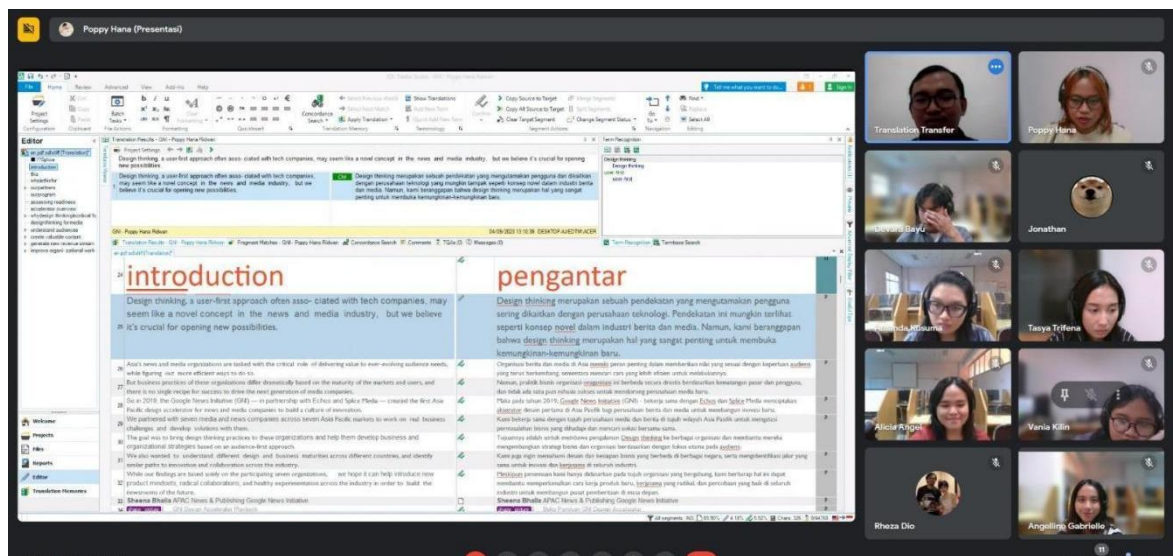


Figure 4 Google News Initiative Design Accelerator Playbook Translation Practice

After the video task was done, Zakkyl took charge once again in teaching us about how to use the SDL Trados program to help assist translation and localization works. Zakkyl emphasized the usage of certain key shortcuts; which was a useful tip so that we did not have to look up everytime we did translation for one segment and wanted to go to the next segment. This, I believed, made the process for translation become sort of automatic and much more efficient in regards to time spent. Here, we were given Google News Initiative Design Accelerator Playbook as a platform for us interns to practice doing translation works. Each day, we were tasked to translate 150 segments from the document.

In between translation practice using Google News Initiative Design Accelerator Playbook, we also had to submit our writings which would be uploaded as articles in the Translation Transfer official website. Each of us was tasked with different topics, such as subtitling, interpreting, legal documents translation, mar-

keting content, game localization; I was tasked to write an article on website localization (see Appendix 4).

For Google News Initiative Design Accelerator Playbook, we were then asked to do peer review in pairs in which we were tasked to make note of mistakes, errors, mistranslation, as well as give suggestions for our partners. We were also taught to do Linguistic Quality Assessment (LQA), which was a form usually given by reviewer to translator in which they made assessment of translator's work, gave suggestion, and waited for translator feedbacks and arguments such as the reasoning behind certain translation (such as the use of specific word, sentence structure, and so on) in order to produce high quality end product of translation and localization. In this LQA, there was a fixed formula to determine the threshold of errors which the translator needed to abide where the final score represented if the translator's work was or was not good enough.

File name	Segment	Source	Target	Suggested target	Error category	Severity	Comments
	1	As of June 2020, the monument no longer stands. It was taken down in a unanimous vote by charleston city council.	Bani bulan Juni 2020, tugu lang jongjong be. Tugu ai domma ipaturun marhitei panriahanni pangintuaini huta charleston.	Bani bulan Juni 2020, tugu ai domma lang jongjong be. Tugu ai domma ipaturun marhitei panriahanni pangintuaini huta charleston.	Accuracy	Minor	Omission of the word "...ai domma"
	2	Select your cartridge type from the drop-down list. Then select your bullet weight, powder manufacturer and powder type. If you're unsure, or just want options, check as many boxes as you'd like. Click "get data" to view results.	Pilih jenis kartrid humbani daftar. Dob ai pilih boratni, perusahaan bubuk ampa jenis bubuk. Anggo lang yakin ham, atap sihol mamilih piga-piga pilihan, pilih ham piga-piga domu bani harosuhmu. Klik "data" na patuduhkon hasilni.	Pilih ma jenis kartrid humbani daftar drop-down. Dob ai pilih boratni, perusahaan bubuk jannah jenis bubuk. Anggo lape yakin ham, atap sihol mamilih piga-piga pilihan, pilih ham piga-piga domu bani harosuhmu. Klik "dapothon data" ase mangtidah hasilni.	Accuracy	Minor	Omission of "down" and "dapothon d"
	3	So if your current body fat is 25%, you can estimate it'll take around 6 months to get visible abs.	Jadi, anggo lemakni badanmu sonari 25%, boi do ihira ham porlu 6 bulan ase taridah otot boltok.	Jadi, anggo lemakni badanmu sonari 25%, boi do ihira ham kira-kira 6 bulan ase taridah otot boltok.	Fluency	Minor	Misspelling c... omission of the

Figure 5 Linguistic Quality Assessment (LQA) Form Sample

In the third month, in October, we began the last stage of Google News Initiative Design Accelerator Playbook which was providing final layouting for our translation work. In addition, we were also trained to do market research as well as optimizing our LinkedIn profiles to further expand our network which would help in shaping our future career plans. One of the most important agenda during this month was creating an ATS friendly CV, how to build our personal branding, and also, for those interested, how to build our own business.

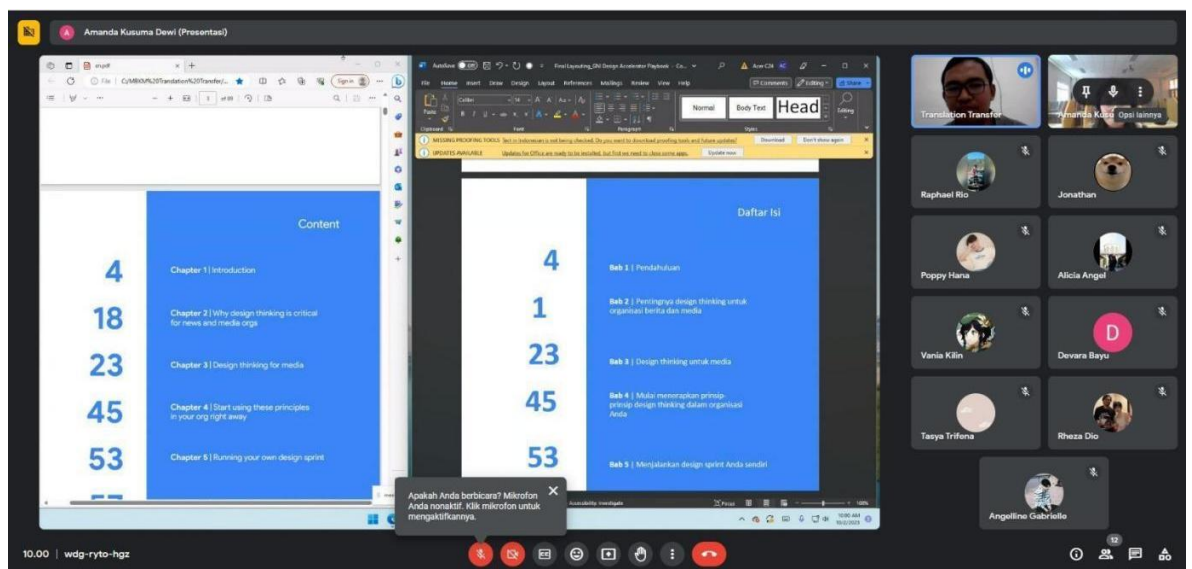


Figure 6 Finalizing Google News Initiative Design Accelerator Playbook

Translation

We are tasked to start polishing our translation for Google News Initiative Design Accelerator Playbook, before exporting them into a ready-read document and submitting the final output.

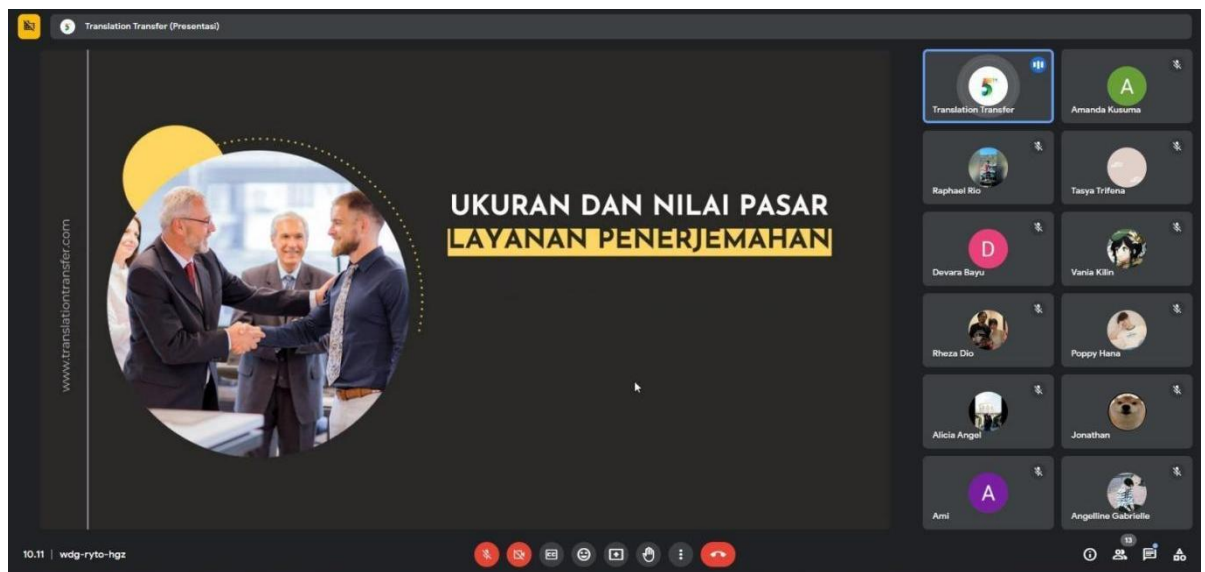


Figure 7 Understanding the Translation and Localization Market

Here we were also given deep knowledge inside the market for translation and localization services, as well as the potential topics which we might hold an interest in if we were to continue our career path in translation and localization field. We gained a new insight as perhaps mastering certain expertise in small array of topics would be useful (such as, if we were interested in law, it might be best to train ourselves in translating legal documents, academic papers, or research everything related to law) instead of trying to tackle different kinds of topics at the same time.



Figure 8 Seminar on Subtitling



Figure 9 Zakkyl (Translation Transfer) as a Speaker

We also had the chance to hold a seminar of subtitling during this month, which was attended by Zakkyl who gave a presentation on subtitling, including sharing his own experience in providing subtitles in Indonesian language for Net-

flix as well as some knowledge and tips on how to do subtitles properly. In the meantime, we also had to submit a task in which we needed to search and provide analysis of companies' LinkedIn profiles and how they manage their marketing strategies in social media (see Appendix 5). Then, we had a session where Fadhil taught us about how to market translation and localization services.

In lines with marketing strategies, we learnt how to build personal branding for ourselves. Here we are tasked to write an analysis of personal branding for a famous figure of our choice (see Appendix 6).

In the last month, my colleagues were assigned a task to help promoting and offering services on behalf of Translation Transfer, which was the continuation from the task pertaining to building personal branding and LinkedIn profiles optimization. I, on the other hand, decided to apply for a freelance translator position in working on the Google Projects which were required to finish approximately one million words within the span of one month.

First, we had to submit our version of ATS-friendly CV which was the culmination of LinkedIn profiles optimisation, marketing strategies, and personal branding learnt in prior month (see Appendix 7).

Then, the original agenda was to make use of LinkedIn profiles which was already optimised to start the pre-penetration stage to companies in the region of our choice. Although, during these times I and several other interns were asked personally by Zakkyl to join the Google Project, which needed as many freelance translators as needed to finish. As I joined the project, I did not need to do the pre-penetration task.

2.2.1 Experience in Google Project

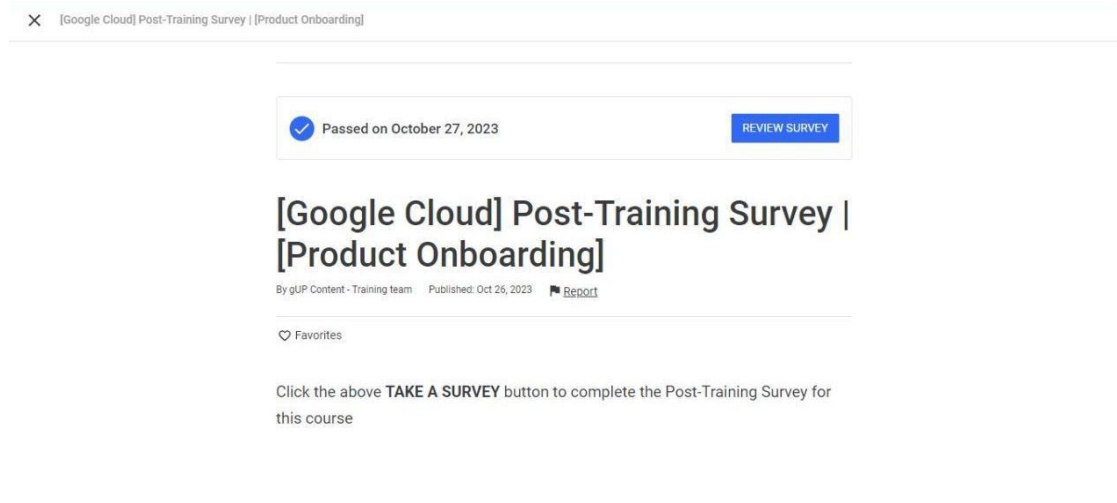


Figure 10 Training for Google Project

Prior to joining the Google Project, the freelance translators are required to pass the screening test (which is not available to be disclosed here) and also training in regards to Google products.

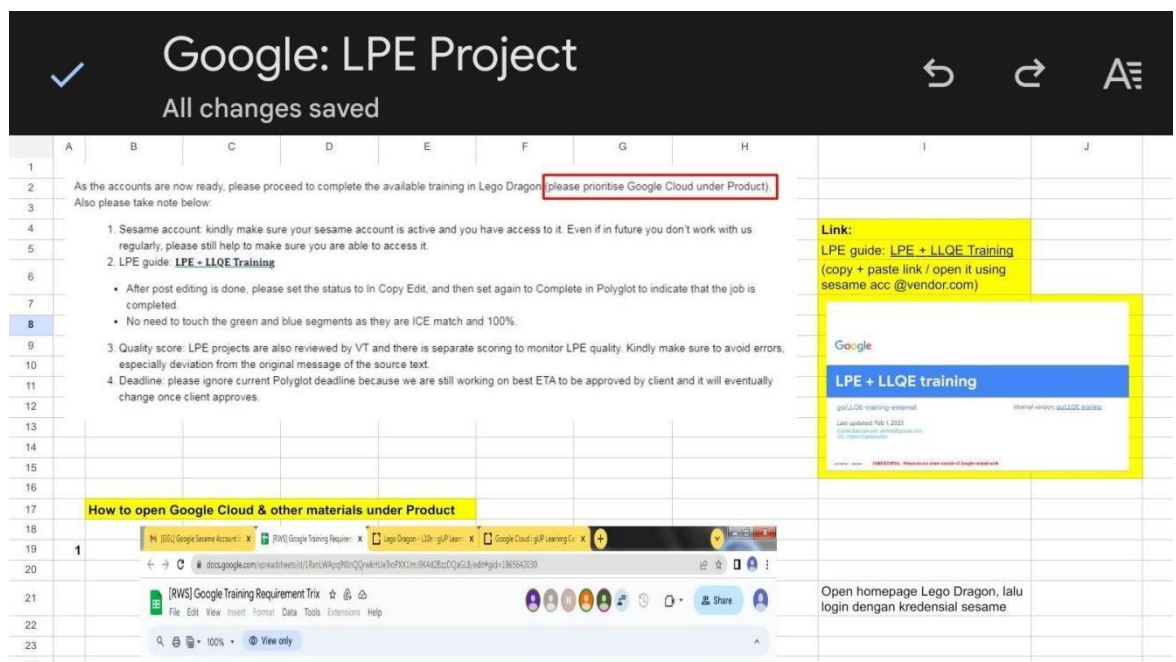


Figure 11 Screening Test for Google Project

Job ID	External Job ID	Deadline	Task Name	Word Count	In context	Exact	Fuzzy	Untranslated	Machine Translated	Pre Translate	Translator	Status
8			id_Cloud Platform Priority 2_3743094_architecture/framework/security/app-s-963	2	0	0	0	0	0	0	ENDISA	Completed
9			id_Cloud Platform Priority 2_3743094_Meta tags for architecture/framework/10	2	0	0	0	0	0	0	ENDISA	Completed
10			id_Cloud Platform Priority 2_3743094_architecture/best-practices-vpc-design-7898	9	0	0	0	0	0	0	ENDISA	Completed
11			id_Cloud Platform Priority 2_3743094_Translatable HTML attributes for archite-16	9	0	0	0	0	0	0	ENDISA	Completed
12			id_Cloud Platform Priority 2_3743094_Translatable HTML attributes for archite-602	9	0	0	0	0	0	0	ENDISA	Completed
13			id_Cloud Platform Priority 2_3743094_Translatable HTML attributes for archite-102	9	0	0	0	0	0	0	ENDISA	Completed
14			id_Cloud Platform Priority 2_3743094_Translatable HTML attributes for archite-122	9	0	0	0	0	0	0	ENDISA	Completed
15			id_Cloud Platform Priority 2_3743094_architecture/identity/assessing-onboard-2130	9	0	0	0	0	0	0	ENDISA	Completed
16			id_Cloud Platform Priority 2_3743094_architecture/framework/operational-ex-1655	9	0	0	0	0	0	0	ENDISA	Completed
17			id_Cloud Platform Priority 2_3743094_architecture/framework/reliability/prof-62	9	0	0	0	0	0	0	ENDISA	Completed
18			id_Cloud Platform Priority 2_3743094_Meta tags for architecture/framework/8	9	0	0	0	0	0	0	ENDISA	Completed
19			id_Cloud Platform Priority 2_3743094_Translatable HTML attributes for archite-130	9	0	0	0	0	0	0	ENDISA	Completed
20			id_Cloud Platform Priority 2_3743094_architecture/hadoop/validating-data-tr-1212	9	0	0	0	0	0	0	ENDISA	Completed
21			id_Cloud Platform Priority 2_3743094_Translatable HTML attributes for archite-94	9	0	0	0	0	0	0	ENDISA	Completed
22			id_Cloud Platform Priority 2_3743094_Meta tags for architecture/framework/10	9	0	0	0	0	0	0	ENDISA	Completed
23			id_Cloud Platform Priority 2_3743094_Meta tags for architecture/framework/28	9	0	0	0	0	0	0	ENDISA	Completed
24			id_Cloud Platform Priority 2_3743094_Translatable HTML attributes for archite-94	9	0	0	0	0	0	0	ENDISA	Completed
25			id_Cloud Platform Priority 2_3743094_architecture/idi-scenarios-for-data.html-4725	9	0	0	0	0	0	0	DIO	Completed
26			id_Cloud Platform Priority 2_3743094_Translatable HTML attributes for archite-124	9	0	0	0	0	0	0	DIO	Completed
27			id_Cloud Platform Priority 2_3743094_architecture/hadoop/connecting-visual-3536	9	0	0	0	0	0	0	DIO	Completed
28			id_Cloud Platform Priority 2_3743094_architecture/chrome-desktop-remote-v-2653	11	0	0	0	0	0	0	Haifa	Completed
29			id_Cloud Platform Priority 2_3743094_Translatable HTML attributes for archite-30	9	0	0	0	0	0	0	DIO	Completed
30			id_Cloud Platform Priority 2_3743094_Translatable HTML attributes for archite-85	9	0	0	0	0	0	0	DIO	Completed
31				184515	36993	202	670	608	0	35423	0	
32				2								

Figure 12 Task List in Google Project

For Google Project, I was assigned to do approximately 8,000 to 9,000 words each week, which lasted originally for four weeks, but then I was assigned another extra work in the fifth week.

One noticeable thing during the time I spent doing translation in Google Project arranged by Translation Transfer is how the freelance translators are given autonomy to a certain degree. While still engaging in discussion over vague translations and Google's own translation database also served as a big help in the translation process, translators were mainly left on their own accord. While we received some explanation on translation and did a practice on Google News Initiative Design Accelerator Playbook translation, I understand that it was not sufficient enough (which I proposed as one of the key problems during this internship) which led me to use another theory of translation, the Harold Somers approach (Somers, 1997), particularly in doing post editing for both source and target materials. Post editing the target materials essentially means that the translators will

make a correction for translation provided automatically by the system, see whether the translation is good enough or any changes should be added to it. Post editing the source materials means that manipulating and changing source text may be needed in order for the system to produce better translation output. Somers categorizes this as (a change to) input to the systems. In Google Project, we did not necessarily make changes or adjustments to the source text per se. Instead, as the Google Project itself is a continuous project, every translation which were reviewed and accepted by the clients would automatically be added to the project database which could serve as foundation and references for both machine translations and human translators to use in future projects, which means changes (in the database) will be an ongoing process, which also falls in line to Somers's notion of (a change to) input to the system.

Example 1

<p>8</p> <p>You can use Direct VPC egress LINK 1 (Preview) LINK 1 to send traffic to a Shared VPC network without the need for Serverless VPC Access connectors.</p> <p>To set up egress (outbound) traffic without a connector, see LINK 2 Direct VPC egress with a Shared VPC network LINK 2.</p>	<p>MT Anda dapat menggunakan traffic keluar VPC Langsung LINK 1 (Pratinjau) LINK 1 untuk mengirim traffic ke jaringan VPC Bersama tanpa memerlukan konektor Akses VPC Tanpa Server.</p> <p>MT Untuk menyiapkan traffic egress (keluar) tanpa konektor, lihat LINK 2 Traffic keluar VPC langsung dengan jaringan VPC Bersama LINK 2.</p>
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Figure 13 Section in Google Project

Here is an example of translations provided by machine translations which, I believe, substantially and systematically (in terms of a dictionary look up a sentence structure in the target language) is correct. This goes to show that the machine translations, provided that its system is already sophisticated enough to

tackle translation work in which both source and target text do not involve complex vocabulary and sentence structure, is able to produce good, proper, and fluid translations. Although, perhaps human intervention may find the usage of translations (Pratinjau) and (keluar) are slightly uncomfortable in terms of placement within the sentence, and may provide a more seamless sentence as minor revision.

Example 2

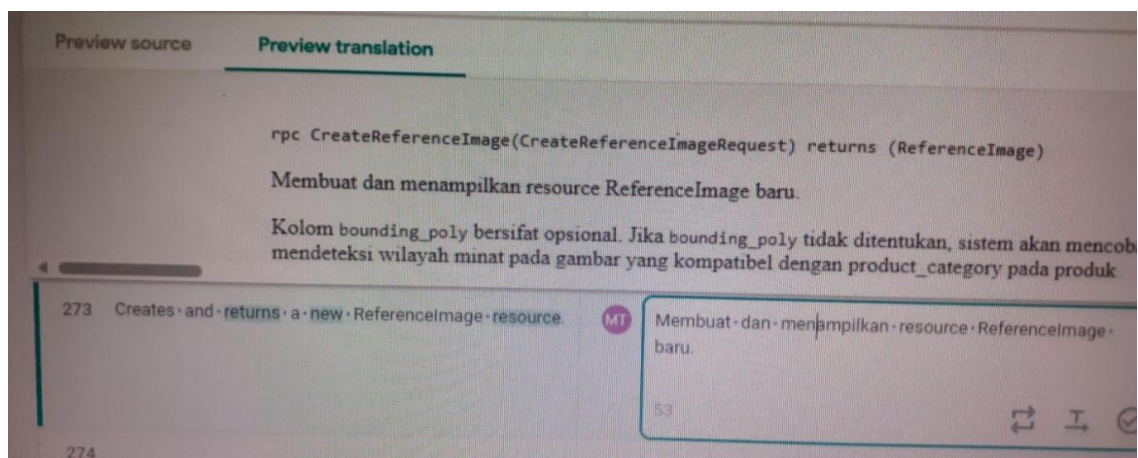


Figure 14 Section in Google Project

Here is also an example where the machine translation is able to provide good, proper, and fluid translation. The word 'return' is properly translated into 'menampilkan' considering the context in the source text as opposed to, say, 'mengembalikan'.

Example 3

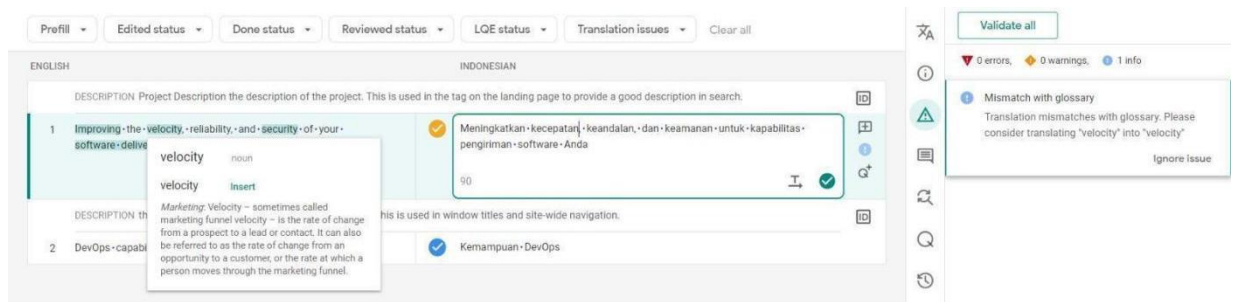


Figure 15 Section in Google Project

This example shows the limitations of machine translation where in the target language, the translation of the word velocity is already correct. Yet, the available database does not recognize this translation as there is prior text (in different fields) which uses different translations, resulting in a mismatch with glossary warning. This is where human intervention is needed to provide confirmation to the translation.

Example 4

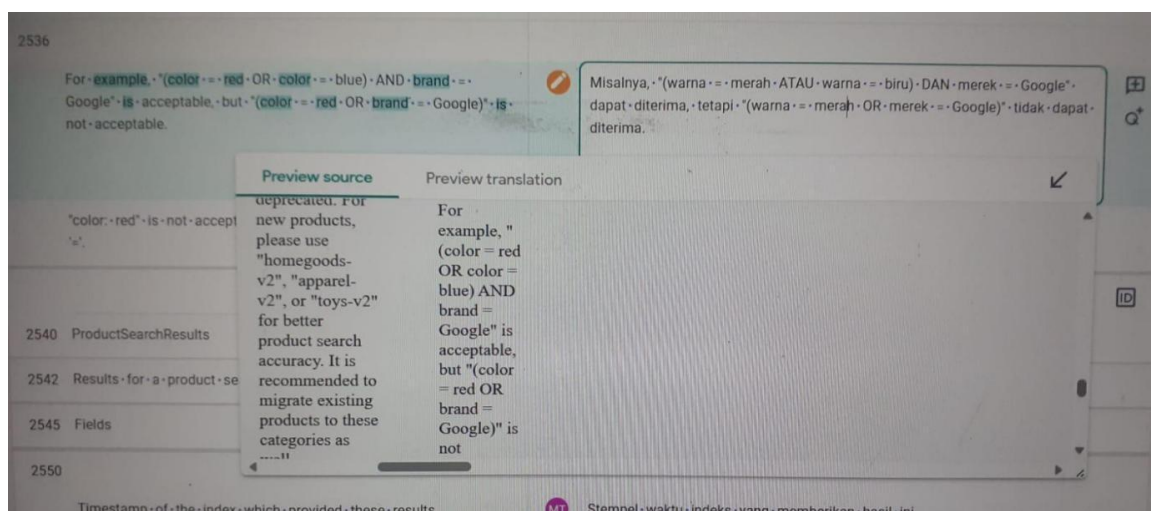


Figure 16 Section in Google Project

Again, this example shows that the machine translation is able to provide a correct translation but does not necessarily match with the intended context. In

this section, some of the words are used in the context of coding or programming which then do not require to be translated. Hence, human intervention is needed to provide a post-editing process.

Example 5

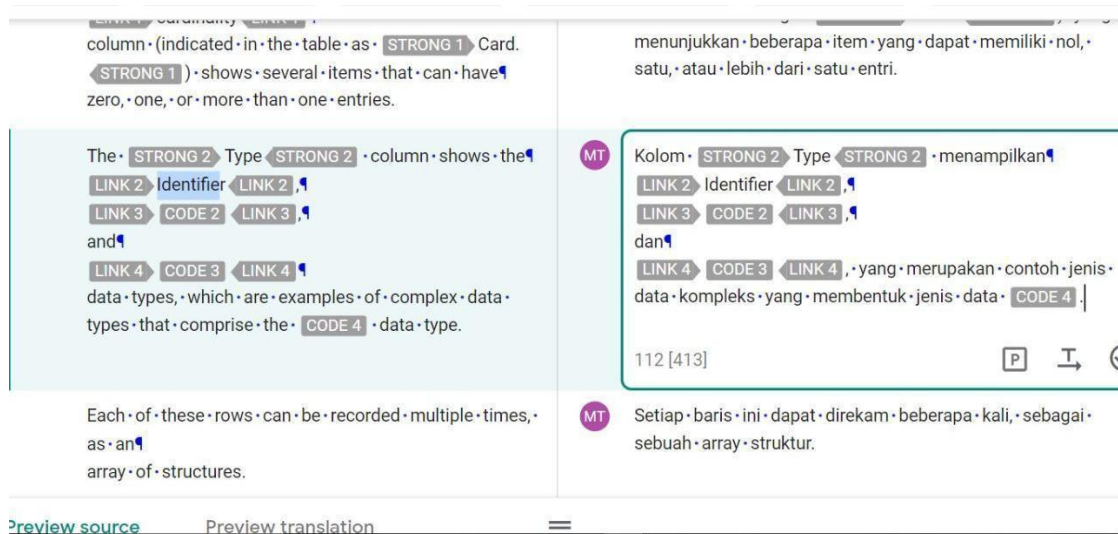


Figure 17 Section in Google Project

This section is an example where machine translation provides good and proper translation, but leaving some of the words untranslated in reference to prior projects. However, since the translation project itself has been constantly reviewed and improved, the latest and correct practice should be translating these words such as ‘Type’ into ‘Tipe/Jenis’—which needs human intervention in adjusting the target text and, perhaps in the future, the input to the system so machine translation may provide correct and consistent translation for similar words in similar context.

Example 6

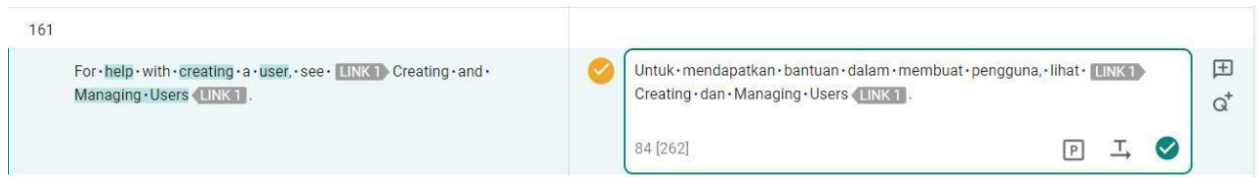


Figure 18 Section in Google Project

Similar to the previous section, this section needs human intervention to make revision on ‘Creating and Managing Users’ to ‘Membuat dan Mengelola Pengguna’ to match with the latest, reviewed, translation.

Example 7

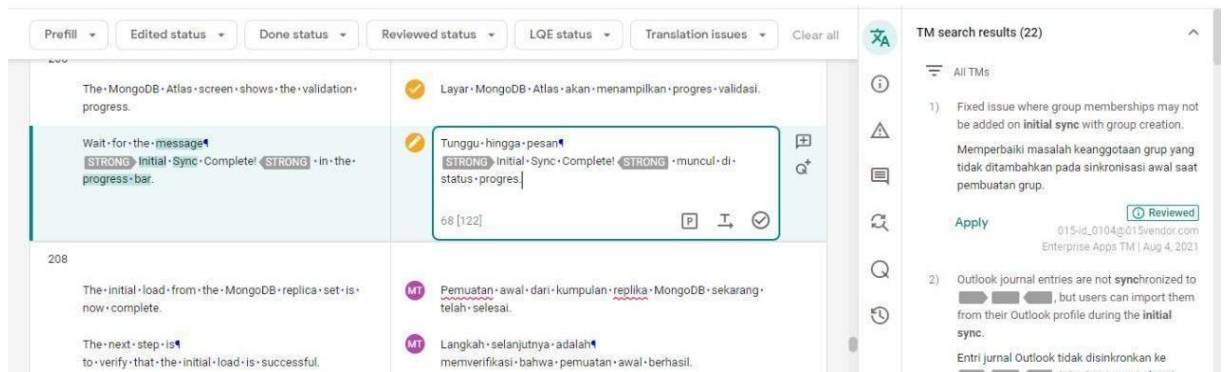


Figure 19 Section in Google Project

Here is also an example where certain words are not translated by the machine translation which needs human intervention to provide minor adjustments.

Example 8

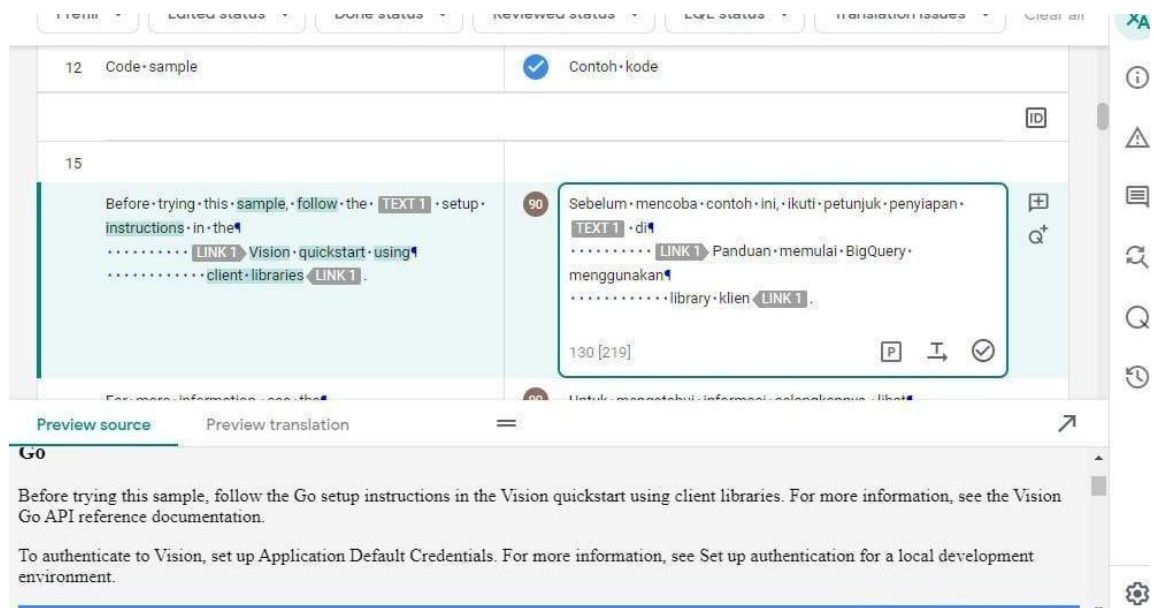


Figure 20 Section in Google Project

This example shows a case where machine translation may provide mistranslation due to the nature of its dictionary look up. In this case, the machine translation is referencing a similar sentence structure but with minor differences in terms of words or glossary used. Here, 'Vision' is instead mistranslated as 'BigQuery'. Human intervention is needed to make slight adjustments to the translation.

Example 9

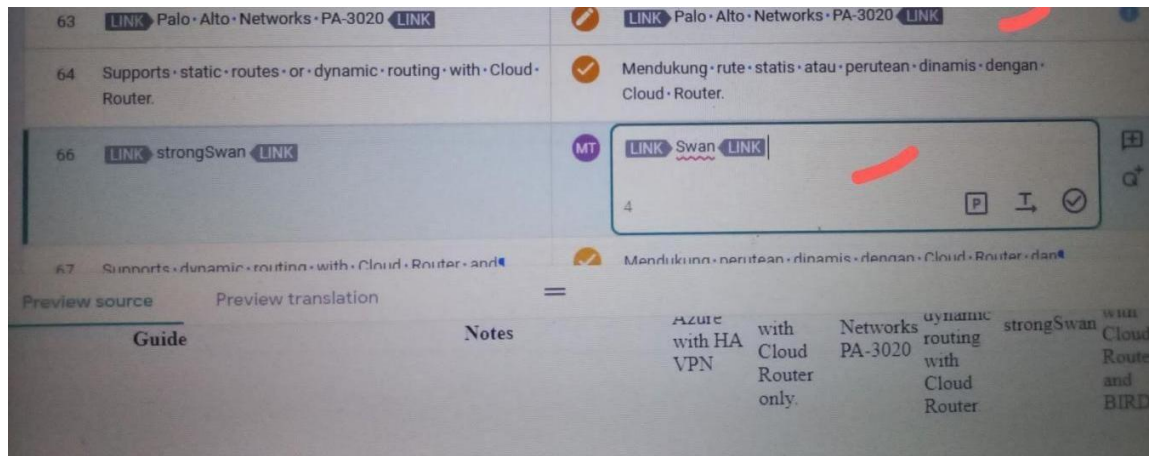


Figure 21 Section in Google Project

Here is also an example where due to dictionary look up, ‘strongSwan’ is mistranslated as ‘Swan’ which needs human intervention to provide minor adjustments.

Example 10

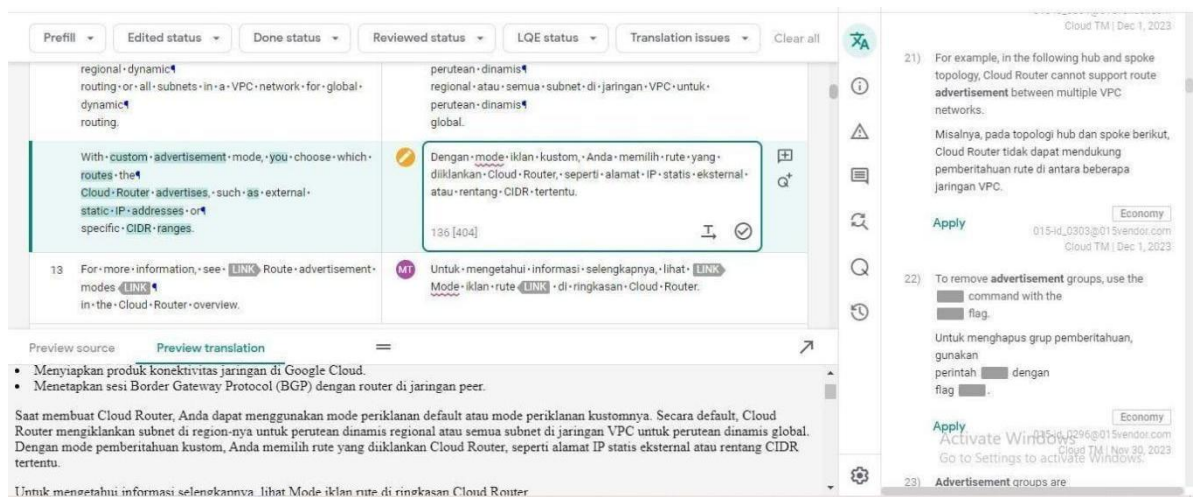


Figure 22 Section in Google Project

This particular example of translation sparked much debate in the internal group of translators during that time. This happened because, after careful research conducted by several translators, there are two different ways to translate

‘advertisement’ following the context—we found ‘iklan’ or ‘pengiklanan’ used in Amazon (and also Google) websites, while ‘pemberitahuan’ were found in the Google websites. Human intervention is very much needed here as it is left to our discretion to ascertain agreement of which translation should be used in this project to maintain consistency and proper quality of our output text.

2.3 Key Problems Encountered during Internship

Just as in any work environment, my experience in doing an internship at Translation Transfer was not all smooth sailing from the start to the end. There are few things I make note of which pose some problems that need to be addressed by the company, of which I will also address in Chapter 4 regarding solutions which may be used as a consideration. Some of those problems are as follows:

1. There are constant changes in schedule without prior notice. This happened a few times during the course of my internship, in which I noticed that it drove my fellow interns to contention and dissension as they are all active university students, some of which were in charge of orientation events for new students aside from having to attend classes. There is also one student who lives in another town (about 1-2 hours away from campus) so that it was inefficient for him to come attend the internship session only to have the class canceled.
2. There was a mixed up in priority, which I personally found quite noticeable during the times when we practiced translation on Google News Initiative Design Accelerator Playbook. We have done hundreds of segments

before realizing that we haven't yet received proper explanation on techniques of translation.

3. In doing the Google Project, there was almost no transparency in regards to workload, job description, Non-Disclosure Agreement (NDA), and the offered rates for the work I would get for working the Google Project. The initial orientation, such as the materials needed (on Google products, briefs, and practice materials) was left for each freelance translator to do on their own. The lack of incentives also may interfere with our capacity in doing Google Project as some translators, such as myself, do not live in the same town where the company resides and we have to work using available infrastructure which may or may not fit the proper standard needed to work in this field.