

CHAPTER I

INTRODUCTION

This chapter covers five main points: background, objectives of the internship program, scope of the report, significance of the internship program, and finally the definition of key operational terms.

1.1 Background

Higher education plays a crucial role in establishing effective interactions with the community, institutions beyond the campus, and the Business and Industrial World (DUDI). The implementation of various alternative activities from the Independent Learning Campus Merdeka Program (MBKM) is key, allowing students to gain contextual learning experiences beyond the campus environment. One of the primary drivers for MBKM activities in higher education is the provision of grants through the Independent Campus Competition Program (PKKM).

This internship is an integral part of the Independent Campus Competition Program (PKKM), an initiative aligned with the focus on education transformation by the Ministry of Education, Culture, Research, and Technology. This transformation emphasizes the importance of open education, providing extensive opportunities for students to enrich their insights and enhance their competencies in the real world.

The author had her internship in Translation Transfer and she found it challenging.

For example, she missed a lot of things. However, the Author got a mentor who helped her very well, and the Author's friends also explained how to go and followed along during the internship program. The Author even feel closer and know her friends better, because we always help and provide information so that none of us are left behind. At that point, the Author began to understand that in this internship program would learn about marketing and how to make connections by promoting herself with her self-branding. At that time, the Author knew that there were two mentors who would assist us during our internship. Where the other mentor will teach us how to use applications that we have never used before, and then the other one will teach us about marketing and our own self-branding.

1.2 The Objective of the Internship

The purpose of an internship is for the students themselves, the study program, the university, and the company. For students, the internship program is one of the requirements for graduation from the university. In addition, the writer can provide skills, especially in the English Literature Study Program. This internship program is also a medium for faculties and universities to produce quality graduates.

For the company, the internship program is their medium to measure the quality of the university and the skills students can provide. In addition, the internship program also provides new work experience for potential students.

1.3 The Scope of the Report

This internship report contains some information, such as the beginning of the company, internship activities, but what will be the main discussion in this report is the problems faced during the internship. The writer experienced writing problems in the aspect formatting, lack of fluency and clarity in translation, and how to compose translated sentences properly.

1.4 The Significance

Internship programs benefit students by applying and developing the skills they have acquired from universities and companies. Students can learn new things, such as conditions and adapt to the working environment before they start working after graduating from university.

For Universitas Ma Chung, the importance of the internship program is to evaluate the knowledge and theories provided by the English Literature Study Program and help the Study Program to produce skilled alumni. It also helps the cooperation between the university and the company.

For the company, Translation Transfer, this internship program is a medium for the company to establish cooperation with the university. In addition, the company can know the quality of the English Literature Study Program and Ma Chung University.

1.5 Definition of Key Terms

Some key terms of the internship report are presented as follows:

The aspect in the formatting: Previous works found that many authors use more foreign computer terms than official computer terms in academic writing. Due to the

lack of applications to check writing. In addition, there are also a limited number of applications to identify incorrect capitalization in texts (D. Gunawan, 2019).

Fluency and Clarity: This aspect of equivalence in translation is to convey a message from one language to another by producing the same effect in the other language, in the same way as the reader of the translation does, so that the reader of the original text will react exactly the same as the reader of the original text. This means that this is one of the important aspects that a translator should pay attention to in translating. The translation should match the meaning, tone and intent of the source text. Even if some adaptations are necessary, the core message should be retained (Stam, 2000)

Analysis of Translation Procedure: In translation process, the translator want to give the information and knowledge to the reader as well as to help the reader to understanding about contain the book (Andi Pranomo, 2014)