CHAPTER II

INTERNSHIP ACTIVITIES

This chapter contains an overview of the company where the author did her internship, explanation about the company's structure, problem discovery, and other challenges or problems that the author found during the internship.

2.1 General Description of the Company

Translation Transfer provides services such as document translation, website, application, and software localization, editing, transcription, proofreading, transcreation, interpreting, and finally subtitling. Translation Transfer has served several clients and has been trusted by over 100 national and multinational companies such as Google, Microsoft, Netlfix, amazon, Alibaba.com, P&G, etex, Hewlett Packard Enterprise, Puma, and many other companies and clients.

Figure 2.1
Translation Transfer's Clients

Translation Transfer has become one of the leading Translation and Localization Companies by connecting the world's languages and cultures through the integration of adequate technology.

2.1.1. General History of Translation Transfer

Translation Transfer was established by Zakkyl Fikri Pratama on August 29, 2018, located in East Java, *Jember* City (*Perum Puri Bunga Nirwana 2 RT 4/ RW 17, Cluster I Gusti Ngurah Rai No. 17, Kabupaten Jember, Jawa Timur 68124*). As a leading language services company, Translation Transfer strives to maintain cohesiveness and solidarity with all translators and stakeholders and has assisted the language needs of various large world-class companies such as Microsoft, Google, Puma, and Cartepillar. To date, Translation Transfer has 50 translators with a monthly production capacity of more than 4,000 pages (>1 million words).

Figure 2.2 Translation Transfer's Logo

Translation Transfer also has a vision and mission, (1) To provide language services with high quality assurance, (2) Continuously innovating services and technology with customer satisfaction orientation, (3) Actively involved in connecting the world through communication efficiency.

2.1.2 The Activities

This internship began on August 7, 2023. At first, the Author had participated in campus activities (IN2FOOD Student Competition) which made the Author experience delays in starting this internship, and the author had started his internship on August 21, 2023, located in one of the language labs on the Ma Chung University campus. Initially, the Author had difficulty choosing and participating in the internship program provided by the campus, because the Author was preparing to go out of town in the context of campus activities. Overall, the Internship went well.

The writer had experienced delays in joining the internship, so the writer joined the internship in the third week. In the first week, the writer was taught about how to provide interesting content on Instagram, and provide comments on the content that the writer chose on Instagram. In the first week, the writer also learned how to create interesting content writing's articles. For example, promoting products that the writer makes, and promoting through articles created.
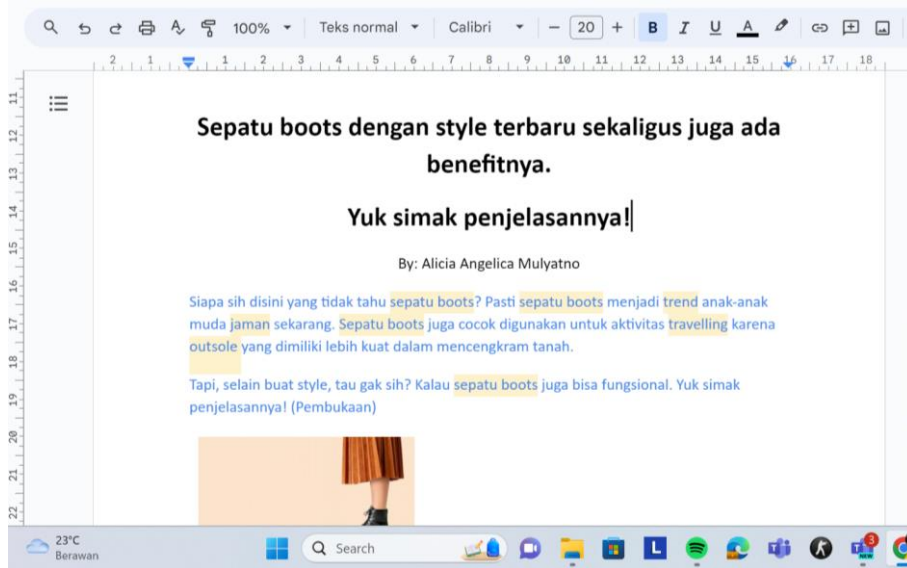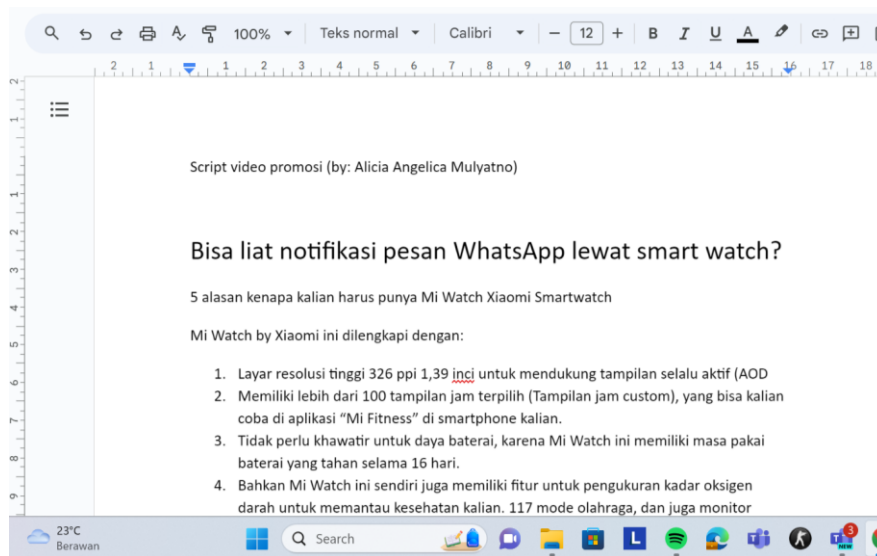
Figure 2.3 Content Writing

Figure 2.4 Content Writing

In the next week, our PIC, Mr. Fadhil also taught us how to use capital letters properly in the article, especially how to use it in titles. We were also given a small quiz so that Mr. Fadhil understood how far we understood this material, after that, we were given feedback and reviewed one by one from our test results verbally.
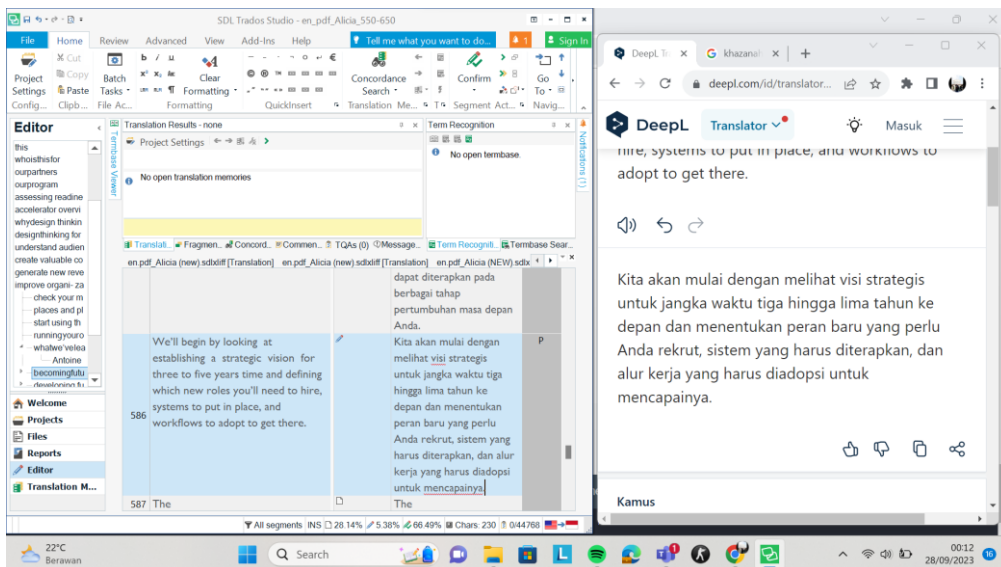
In the next month, we were taught by Mr. Zakkyl about proper translation and how to use one of the new technologies for us, *Trados*. Mr. Zakkyl also directed and taught us some materials on how to structure a good and easy-to-understand translation, along with the task of translating an article (Google News Initiative) given from Mr. Zakkyl using *Trados*.

Figure 2.5 Google News Initiative's article
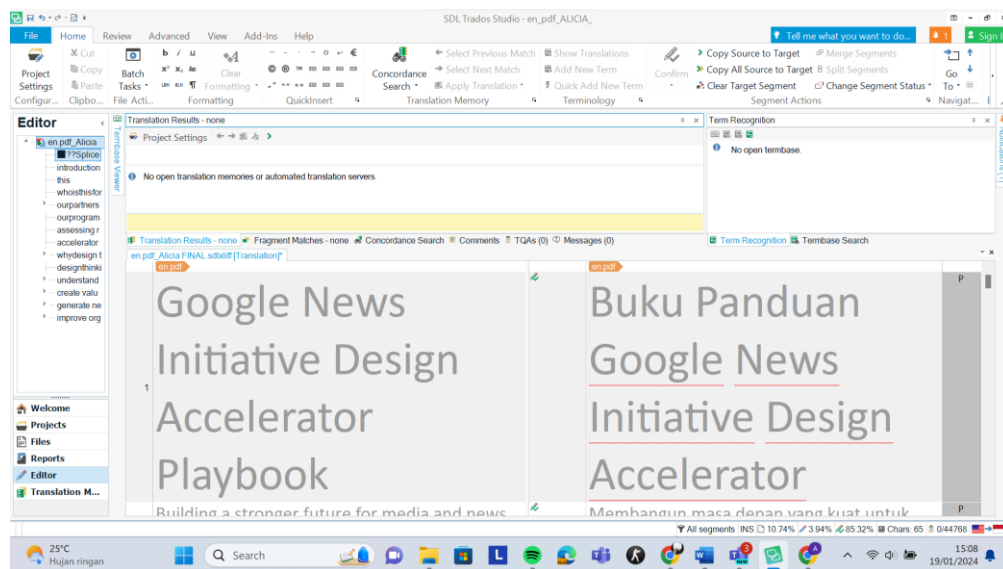
Figure 2.6 Trados

Figure 2.7 Trados

In the next month, after we taught by Mr. Zakkyl, about proper translation and how to use one of the new technologies (*Trados*), we're back to studied about marketing by Mr. Fadhil. In this material, we were taught how to show our personal branding on social media. It also helped us to expand our connections from all over Indonesia. We started by looking for some companies in the city we chose, then looking for information, and making connections via LinkedIn with people who work in these companies. We worked on the table that had been given to make it easier for us to work on it.

Figure 2.8 Pre-penetration stage

Figure 2.9 Pre-penetration stage

Before we ended our internship, on November 27, we visited Translation Transfer's office in *Jember*, East Java. We traveled for 4-5 hours. Returning home took 7-8 hours because of traffic jams.

There, we could see the workplace that is usually used by employees and interns who work at Translation Transfer. We talked, sharing our story with each other without thinking about work. And we also gave a memento in the form of a plaque to them for giving us students at *Universitas Ma Chung* the opportunity to study there.

Figure 2.10 Visited to Translation Transfer

Figure 2.11 Visited to Translation Transfer

The writer completed his internship on December 7, 2023, and closed by holding a zoom meeting together with lecturers from English literature and with Mr. Zakkyl and Mr. Fadhil from Translation Transfer. The writer and others also conveyed their impressions and messages during the internship at Translation Transfer and expressed many thanks for accepting us *Universitas Ma Chung's* students and teaching us many things.
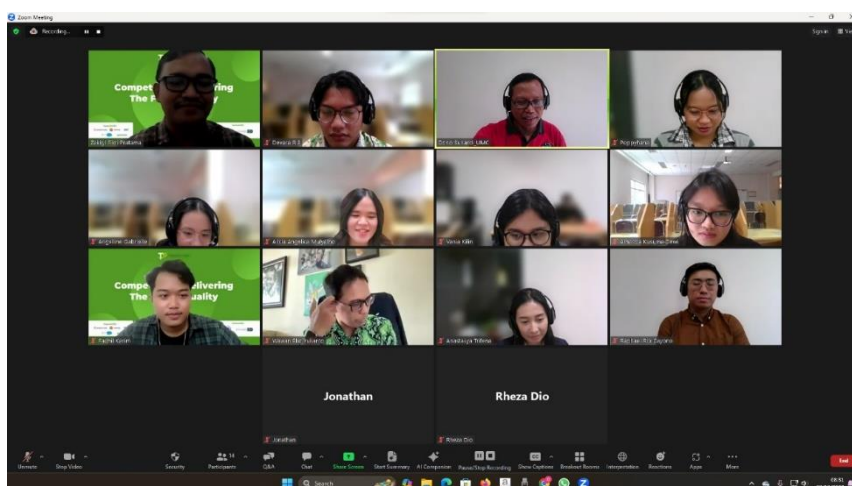

Figure 2.12 Last meeting with Translation Transfer

2.3 The Problems

During the internship program, the writer found several problems during the internship program. These problems are as follows:

2.3.1 The writing problems in the aspect of formatting

The writer has difficulty in writing progress, especially understanding the aspect of formatting. Including, using capital letters when translating an article, distinguishing the use of capital letters in an article title word by word. The writer also had weaknesses in the use of EYD's structures from the beginning, especially when the writer was assigned to translate an article.

For example, in the beginning the writer made a title for one of her article assignments, such as "*Sepatu boots dengan style terbaru*", and the main error is in the placement of capital letters per word, so it should be "*Sepatu Boots dengan Style Terbaru*". When the writer took the quiz, there were some questions that we should fix, for example, "*Anak tidur sendiri? Mengapa tidak?*", it should be "*Anak Tidur Sendiri, Mengapa Tidak?*". Sometimes, the writer can't tell the difference and often gets stuck with some of the questions given in the format article quiz, especially in the section on punctuation and correct capitalization.

2.3.2 Lack of fluency and clarity in translation, and how to compose translated sentences properly

The writer often gets assignments to translate an article, but the writer also often gets feedback that the writer translates articles with stiff or rigid language and is difficult to understand in translating and giving meaning to the translated sentences. For example, when the writer got an assignment to translated one of book article called "Google News Initiative Design Accelerator Playbook", the writer got feedback for giving rigid language in the translate, such as "<u>Becoming future fit in media</u> = *Menjadi media di masa depan*" and it should be better if "<u>Becoming future fit in media</u> = *Menjadi media yang sesuai dengan perkembangan zaman*".

As well as the rigid language, the writer also had difficulties in how to provide a good sentence structure in an article that was difficult for readers to understand when translating into Indonesian. This is also the first time the writer has translated an article that will be read by many people, so the writer needs to learn a lot and how to translate sentence by sentence, word by word, well and easily understandable. For example, "slang words", slang words should have their own meaning in Indonesian, but the English language also has its own word structure that has the same meaning as Indonesian.