CHAPTER II

INTERNSHIP ACTIVITIES

2.1. The General Description of the Company (Translation Transfer)

Translation Transfer is a translating company founded by Zakkyl Fikri Pratama as the CEO and Founder, on August 29th, 2018. In the highly competitive landscape of language service agencies, Translation Transfer stands out as a dynamic and flourishing entity. Their ascendancy can be attributed to a cadre of high-caliber translators adept in diverse language service domains. They relentlessly endeavor to elevate the standard of their translations, leveraging not only a profound understanding of both source and target languages but also the integration of cutting-edge technological tools. Their extensive service portfolio encompasses Transcription, Localization, Interpreting, Subtitling, Transcreation, Proofreading & Editing, and Document Translation.

2.1.1. Logo

Translation Transfer unite in one simple logo. Behind this Logo image there are the meaning and philosophies lies behind it;

1. Letter "T", both of the letters serve as an abbreviation of the Company's name. which is Translation Transfer.

2. The letter "T" in green stands for the name "Translation". The color explains the high spirits of the company to eliminate language borders and to unite understandings through translations in diverse languages.

3. The second letter "T" in white stands for "Transfer". It also refers to "Technology" as a core to simplify any problems in real life based on integrity in technology.

4. The yellow arrow rising towards the top right forming the letter "L" means commitment to innovation, not just translating but localizing. Furthermore, not only transferring language but sending the core message of the source language into the target language.

5. The star icon has five corners. It means the company has 5 points as their values, their values are shortened to "ACTIVE" (Accountability, Commitment, Trust, Integrity to Innovation, and Value).

2.1.2. Values

Translation Transfer has 5 points as their values, which are;

1. Accountability: We are responsible for what we promise. Reliability and trustworthiness are part of our character.

2. Commitment: We maintain a firm commitment to mutual respect between colleagues, customers and other stakeholders with the aim of creating harmonious working relationships.

3. Trust: Trust is a necessity that we maintain. We focus on customer satisfaction to create long-term partnership ties.

4. Integrity to Innovation: Innovation is a spirit that is embedded in our personality. We, with maximum integrity, will always innovate and lead change.

5. Value: We value time and harmonious relationships with all stakeholders. Our promise is to provide the best quality with the most efficient convenience through technology integration.
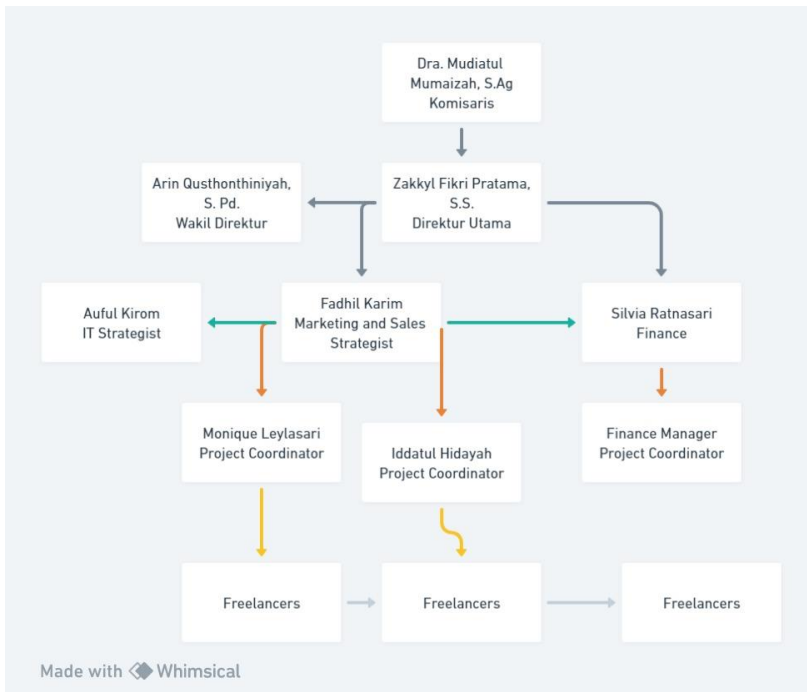
2.1.3. Vision and Mission

Translation Transfer aspire to be a futuristic translation company and localization by connecting languages and cultures around the world with technology-based integrity.

1. Providing full language service with high quality assurance.

2. Carry out continuous service and technology innovation with a customer satisfaction orientation.

3. Actively involved in connecting the world through efficiency and communication.

2.1.4. Organizational Chart

Translation Transfer has some positions, here is a chart to their names and positions in the company.

Dra. Mudiatul Mumaizah, S.Ag
Komisaris

Arin Qusthonthiniyah, S. Pd.
Wakil Direktur

Zakkyl Fikri Pratama, S.S.
Direktur Utama

Auful Kirom
IT Strategist

Fadhil Karim
Marketing and Sales Strategist

Silvia Ratnasari
Finance

Monique Leylasari
Project Coordinator

Iddatul Hidayah
Project Coordinator

Finance Manager
Project Coordinator

Freelancers

Freelancers

Freelancers

Made with ◈ Whimsical

2.1.5. Position Job Descriptions

There are different positions in the Translation Transfer company, here is the job description to each role of positions;

Commissioner

The description of the commissioner's duties and responsibilities is as follows:

- Provide advice regarding all aspects of the company, both relating to code of ethics regulations or company regulations from time to time.

- Strengthen rules, review the function of each code of ethics or regulations, propose new regulatory or code of ethics clauses, and review the effectiveness of work processes with the Project Manager.

- Ensure the legitimacy of each project or cooperation offer to avoid fraud or fake offers.

President director

The description of the duties and responsibilities of the main director is as follows:

- Determine the company's vision, mission and long-term strategy.

- Make strategic decisions to direct business growth and development.

- Build and maintain relationships with key clients, business partners and stakeholders.

- Oversee the overall performance of the company and ensure the achievement of business goals.

Deputy Director

The description of the duties and responsibilities of the deputy director is as follows:

- Oversee the translation process and daily operational efficiency of translation.

- Manage a team of translators.

- Ensure compliance with translation quality standards.

- Assist the director in making strategic decisions regarding the development of translation services.

- Establish good relationships with partners and clients to build a strong reputation.

Finance Team

The description of the duties and responsibilities of the finance team is as follows:

- Manage company finances, including budget planning, financial reporting and taxes.

- Monitor cash flow, analyze financial reports, and provide relevant information to management.

- Handle client payments and invoice tracking, as well as manage company financial policies.

- Comply with applicable financial regulations and regulations.

Marketing and Sales Team

The description of the duties and responsibilities of the marketing and sales team is as follows:

- Plan and implement marketing and sales strategies to increase company visibility.

- Identify new market opportunities and develop appropriate marketing and sales plans.

- Build company branding and manage marketing and sales campaigns through social media, advertising and events.

- Communicate with potential clients, explain translation services, and build long-term relationships.

IT (Information Technology) Team:

The description of IT duties and responsibilities is as follows:

- Manage the company's IT infrastructure, including networks, hardware and software.

- Ensure the security and reliability of IT systems, and implement data protection measures.

- Develop and maintain company websites, online ordering platforms and translation tools.

- Provide internal technical support for employees and maintain relevant technological advances.

Project coordinator

The description of the duties and responsibilities of the project coordinator is as follows:

  - Planning, managing and supervising translation projects.

  - Responsible for coordinating all aspects of the project including collecting and analyzing documents to be translated.

  - Arrange translation schedules and determine the appropriate translation team.

  - Monitor project progress, and ensure the quality of translation results meets client requirements.

Freelancers

The description of freelancers' duties and responsibilities is as follows:

  - Translate documents, texts and content from the source language to the target language with high accuracy and clarity.

  - Investigate specific terminology in various fields to ensure translation consistency and accuracy.

  - Use translation tools (CAT Tools) and related software to improve translation efficiency and quality.

  - Collaborate with other teams, such as the marketing team and IT team, to ensure proper understanding of the translation context.

- Understand cultural and linguistic nuances to produce relevant and meaningful translations.

- Maintain tight delivery schedules and manage translation tasks efficiently.

- Revise and edit the translation results to ensure optimal final quality.

2.1.6. CAT Tools (Equipment)

CAT Tools is an extension of Translation Management Tools which has several main functions to facilitate the translation process. First, CAT Tools has a Translation Memory function which is useful for saving all translation results so that words, phrases or sentences that have been saved in ™ can automatically suggest translations when the same words or sentences appear again so that work efficiency and productivity can increase.

Second, CAT Tools has a termbase function, which is a feature that makes it easier for translators to save glossaries or special terms along with context information so that translation consistency will be maintained.

Third, CAT Tools has a Desktop Publishing (DTP) function, namely the ability to extract various types of documents and maintain the original format of the document so that the final translation result is exactly the same as the format layout of the original document. We work using

several CAT tools including SDL Trados, MemoQ, Memsource, XTM Cloud, Wordfast, Smartcat, Matecat, and many more.

2.1.7. The Process

Translation process

At this process, the document will be translated by our experienced translators who have expertise in field specifications that suit your industry needs.

Proofreading process

At this process, the document will be reviewed by our senior reviewers by paying attention to several language aspects including:

a). Accuracy of meaning

Accuracy of meaning includes reviewing the addition or deletion of words, errors in meaning, waste of meaning, lack of meaning, not translated, not complying with the termbase.

b). Legibility

Readability includes punctuation, spelling, sentence structure (grammar), stylistics, and inconsistencies.

c). Language style

Language style includes the use of lexis, noun group structure, and clause structure.

d). Terminology

Terminology includes the formation and relationship to terms of a culture.

e). Diacritical

Diacritics are additional punctuation marks on letters that more or less change the phonetic value of the letter.

f). Punctuation

Punctuation marks are symbols that are not related to phonemes or words and phrases in a language, but play a role in showing the structure and organization of a piece of writing, as well as the intonation and pauses that can occur during reading.

g). Syntax

In linguistics, syntax or science is the science of the principles and rules for making sentences in natural language. In addition to these rules, the word syntax is also used to refer directly to the rules and principles that cover sentence structure in any language

h). Spelling

Spelling is the depiction of language sounds in writing and the use of punctuation marks. The use of letters, writing words, and the use of punctuation should not be ignored because it will result in differences in meaning.

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i). Language Use

Language use must conform to the collocations and conventions of the target language

2.1.8. The Clients

Translation Transfer has some clients that has already trusted their services to translate their documents, websites, etc.

2.2.   The Activities

The internship program at Translation Transfer unfolded as a valuable journey, serving as a knowledge and experience for interns from Universitas Ma Chung to immerse themselves in the inner workings of the organization.

2.2.1.   Introduction Activities

Before our internship officially began, we had an introductory session led by Mr. Zakkyl and the lecturer. This meeting marked our first interaction with the

Translation Transfer company, and it took place through Google Meet. Initially, we engaged in self-introductions, sharing a bit about ourselves one by one, allowing us to get to know ourselves with both fellow interns and some of the staff at the company. Subsequently, our activities transitioned to an introduction to the company itself.

During this session, Mr. Zakkyl took the lead, providing us with insights into the company's history, its founding, and sharing some of his experiences. His narrative was particularly captivating, offering a story-telling into the journey of Translation Transfer's establishment. I found Mr. Zakkyl's story to be highly inspiring, especially considering the challenges he faced and overcame to establish the company. His resilience and consistent efforts are, in my opinion, pivotal factors that contributed to the success of Translation Transfer.

We learned that our future meetings would be conducted online due to the geographical distance between Translation Transfer's office in Jember and the interns in Malang. To facilitate these virtual gatherings, we were required to convene at Ma Chung's lab, creating a conducive environment for our online interactions and collaborative work. This setup allowed us to bridge the physical gap and actively participate in the internship, even though we were situated in different locations.

Following the initial introduction, we were acquainted with an enthusiastic individual named Kak Fadhil. Mr. Zakkyl informed us that Kak Fadhil would serve as our mentor throughout the internship program at

Translation Transfer. In the initial stages, we didn't engage in extensive conversations with Kak Fadhil, as we were all just getting to know each other.

The first impression I formed from the introduction and the staff at Translation Transfer was overwhelmingly positive. Everyone appeared to be very friendly, kind, and exuded warmth. Their enthusiasm for their work was palpable. This was the second aspect that left a strong impression on me – the work environment at Translation Transfer felt incredibly welcoming and open.

As interns, we were eager to dive into the learning process and fully engage in the internship activities, buoyed by the positive atmosphere and the apparent passion of the team.

2.2.2. Company Introduction

After our initial activities, we had another meeting with Mr. Zakkyl, who was in charge of the next presentation. While his first talk was about how he started the company, this time he gave us a broader view of Translation Transfer. During this session, Mr. Zakkyl talked about different things, like how the company handles work when they have clients. He shared examples of big companies trusting his company to translate important documents. He also mentioned some other services they provide, like checking and fixing documents and adapting content for different places.

From what Mr. Zakkyl explained, I realized that this company is quite big. Many of the staff work from home to translate documents or other content. This showed me that Translation Transfer is involved in significant work, handling different services for various clients. It was interesting to learn about the range of tasks they do to help companies with their translation needs.

2.2.3. Copywriting (Material)

Our first topic in this internship is about copywriting. Personally, I really like this subject because I enjoy writing interesting stuff. Kak Fadhil presented this topic, and among all the presentations I've seen, this one about copywriting was the most interesting and not boring. I learned a lot about copywriting in this session.

According to Kak Fadhil, copywriting is basically writing texts or ads for marketing. The goal is to convince people to do something, like buying a product, making a donation, clicking a link, downloading something, or subscribing to a service. The people who do this kind of writing are called Copywriters.

Kak Fadhil also explained why copywriting is important. He said that a good advertisement with effective copywriting can make someone who didn't plan to buy something change their mind. For example, if there's a shoe ad that says you get one pair free when you buy one, even if you

don't need shoes, the ad might make you want to buy them. Or, at least, you might be curious and want to check out the shoes they have for sale.

Latter, we were introduced to different copywriting formulas that serve as guides for creating content. These formulas provided us with frameworks to structure our writing. Each formula had its own unique approach.

In addition to receiving content and brief notes to write, we had the flexibility to not only stick to the given material but also interpret and explain our assigned sections. The mentor played a crucial role in our understanding. He provided helpful comments and took the time to discuss individual writing with each of us. This personalized approach ensured that we were never confused about copywriting concepts.

The mentor's instructions were clear and easy to grasp. Whenever we had questions, we reached out to him through messaging platforms like WhatsApp, and he responded promptly. The learning experience extended beyond the provided content, covering various materials that will be further explored in upcoming sections of this report.

To facilitate communication and collaboration, we utilized Google Meet for our meetings and Google Forms for assignments and practice sessions. This combination of tools helped our overall learning process.

This session helped me understand that copywriting is not just about writing words but writing words that make people want to do something.

As we go further into this topic, I'm excited to learn more about how to write in a way that grabs people's attention and makes them interested in what we're talking about.

2.2.4. GNI Playbook Translation Project

Our next task was translating the "GNI Playbook," and Pak Zakkyl guided us through it. To begin, the Google News Initiative (GNI) is a program by Google that supports journalism and helps the news industry thrive in the digital age. It offers training programs, tools for journalists, and collaborations with news organizations. The GNI Playbook, specifically, aids established digital news publishers in developing a strategy to earn revenue from their audience.

Our assignment as interns was to translate the entire GNI Playbook, and Pak Zakkyl provided the materials and guidance for this project. Initially, he taught us how to use an application called Strados for translation without messing the playbook's design and format. Learning Strados was challenging because we weren't familiar with its interface, but Pak Zakkyl patiently explained each step.

Beyond the technical aspects of the application, we also received guidance on how to translate the playbook effectively. I learned the importance of maintaining consistency in using similar words and not

translating English words one by one. Translating word by word is not wise because each language has its own rules and word order.

This activity posed some challenges for me, especially in adapting to the new application and tools required for the playbook's translation. However, as we progressed, I gained a better understanding of how the application works. Pak Zakkyl's assistance was invaluable; he patiently answered our questions and explained the necessary tools. Despite the initial difficulties, the entire experience turned out to be interesting and filled with valuable knowledge for me.

2.2.5.   Clients-seeking Project

After completing the translation of the GNI Playbook, our internship journey took us to a new topic facilitated once again by Kak Fadhil, and the enthusiasm among everyone was palpable. This time, the focus was on "LinkedIn." Kak Fadhil emphasized the significance of having a LinkedIn account, especially for job-seekers.

LinkedIn is a professional networking platform designed for individuals and businesses to connect with each other. On this platform, users can connect with colleagues, former classmates, and other professionals. It serves as a hub for job searching, recruiting, and business networking. Users have the opportunity to join industry-specific groups, participate in discussions, and share professional

content. Kak Fadhil stressed that as graduates, having a LinkedIn account becomes crucial for job hunting and establishing important connections. Employers and recruiters often use LinkedIn to discover potential candidates, while individuals utilize it to explore job opportunities, network with professionals in their field, and showcase their expertise.

Our task was to create our personal LinkedIn profiles and engage in activities such as making posts and expanding our connections. Once our profiles were set up, we moved on to our final assignment, which involved "client seeking." This process is essential for businesses or professionals looking to find and attract potential clients or customers. It encompasses various strategies like marketing, advertising, networking, and outreach. Our specific goal was to identify potential clients who might require the translation services provided by Translation Transfer.

By the end of this assignment, we not only had more connections on LinkedIn but also gained valuable insights into approaching, connecting, and following up with clients or new contacts. This knowledge proved to be essential for future endeavors and professional growth.

2.3.   Problems

In this internship, there are a few problems that I found and struggled with;

2.3.1.   Confusion about Formula

Expressing a liking for the copywriting material of the internship, I found the lessons and the staff's delivery of materials to be quite insightful. However, in the middle of it, a lingering question arose in my mind. Throughout the sessions, various copywriting formulas were introduced, each purportedly serving the common goal of crafting compelling and effective copywriting. The diversity of these formulas left me pondering: Then which is the best formula one out of them? And how do we write a good copywriting?

Discovering various copywriting formulas during the internship made me curious about which one works best. I found myself exploring of each formula and wondering about their relative strengths and weaknesses. It raised a main problem of whether there exists a "best" formula for crafting compelling copy, or if the effectiveness depends on contextual factors.

2.3.2.   Communication Barrier

During my internship, another aspect of my role involved closely observing the internship activities which was led by the staff in delivering their instructional materials. As I reflect on our internship journey, it became obvious that there was room for improvement in the communication dynamics within the team.

I think, the transitional phase into this new working environment posed a challenge for all interns, as we struggled with the need to adapt swiftly.

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I believe, the hesitancy among interns to openly communicate with the Translation Transfer's staff in the start of the internship has led to a communication gap. This period of adjustment was shown by a collective sense of shyness, and lack of communication.

In this environment, there were some times where the clarity of instructions posed a challenge, leading to occasional delays in the execution of assignments. Personally, there were moments when I found it necessary to postpone my work on certain tasks due to not fully understanding the given instructions. However, it was reassuring to discover that I was not alone in facing this problem, as fellow interns shared similar struggles in understanding the instructions accurately.

Another challenge during the internship was the lack of consistent communication regarding the day's agenda, which occasionally left interns uninformed and unprepared for the working lab. There were times where interns unknowingly attended the lab, only to discover that the scheduled meeting for the day had been suddenly canceled. This posed a collective struggle among us, particularly for those interns whose houses were located far away from the lab, making the unexpected changes in schedule not only inconvenient but also challenging

2.3.3. Schedule Inconsistency

Furthermore, another aspect that added to the problem of the internship experience was the inconsistency of the starting time for the meetings. In

the beginning, there was an agreement among interns and staff to start the daily meetings promptly at 9:30 am, ending at 11 am. Despite this understanding, there were times when meetings ended later than the agreed-upon time and extended beyond the time based on our daily agenda. This inconsistency in the schedule created a challenging environment, especially for interns having multiple responsibilities, such as part-time jobs and other commitments.

While the relief comes from the fact that the classes did not extend too long beyond the initially planned duration, the inconsistency in the schedule did make me struggle with balancing my internship responsibilities and other commitments. Observing these schedule-related challenges highlighted the importance of effective communication and consistency to agreed-upon agenda or plans in a professional setting.