

## **CHAPTER II INTERNSHIP ACTIVITIES**

This chapter will discuss general information about Translation Transfer and shed light on the company's operational system. Additionally, it will cover various activities conducted during the internship program and address several issues that arose during its course. These issues include differences in language usage between the internship and academic settings, the presence of unfamiliar terminology in translation, and the effectiveness of communication employed during the internship.

### **2.1. The General Description of The Company**

Since August 2023, I have been participating in an internship program at one of the translation companies, PT Pratama Transsoftware Inti Bahasa, commonly known as Translation Transfer. Translation Transfer is a translation agency located in Jember City. It was established in August 2018, and its office is situated at Perum Puri Bunga Nirwana 2, Cluster I Gusti Ngurah Rai No. 17, Kabupaten Jember, East Java. Mr. Zakkyl Fikri Pratama founded Translation Transfer and currently serves as the Founder and Chief Executive Officer of the company.

As a translation service provider, Translation Transfer offers a comprehensive range of services, including document translation, localization, transcription, proofreading, interpretation, and subtitling services. However, not only limited to these, they also provide additional services such as editing and transcreation. Translation Transfer operates across a broad spectrum, currently

offering services in various fields, including education, linguistics, internet, e-commerce, tourism and travel, marketing, gaming, and law. Currently, Translation Transfer has 15 competent translators specializing in the field of translation. Moreover, Translation Transfer has recently launched a new service called Transfer Academy, which offers language courses.

### **2.1.1. The General History of The Company**

Translation Transfer was first established by Zakkyl Fikri Pratama, who currently serves as the CEO of the company, on August 29, 2018. Translation Transfer is a translation company that focuses on maintaining internal aspects and strengthening internal relationships for employees, including translators, as well as stakeholders working within it, to ensure cohesion and solidarity. Translation Transfer has also proven its achievements by collaborating with B2B clients worldwide as a language service provider. With the determination and resolve it possesses, Translation Transfer will continue to develop and enhance the quality of the company by learning from the challenges faced in ongoing projects.

On October 31, 2018, Translation Transfer achieved its first milestone by successfully completing a project consisting of 177,498 words. The project was handled exceptionally well by three in-house translators of the company, providing assistance to the B2B client. Since then, Translation Transfer has continued to grow and currently boasts a team of fifteen competent translators who are dedicated to delivering satisfactory services to each client. With the increasing resources within

the company, Translation Transfer is now capable of handling large-scale projects and producing a daily output of up to 13,000 words.

In its early days, Translation Transfer limited its service offerings due to constraints in software and hardware within the company. However, as the company has continued to evolve, Translation Transfer is now capable of managing projects in various specialized fields, including education/pedagogy, linguistics, Internet, e-commerce, tourism & travel, marketing/market research, advertising/public relations, insurance, electronics, gaming/video games, and law (general). To date, Translation Transfer has become a trusted translation company, living up to its motto, "Competent in delivering the finest quality," and providing a wide range of services across various domains.

### **2.1.2. The Company's Services**

Translation Transfer is one of the comprehensive language service providers. Beyond offering document translation services, Translation Transfer also provides oral translation services and document editing services. The following are the services offered by Translation Transfer:

#### **1. Document Translation**

The primary service offered by Translation Transfer is, of course, in the field of document translation. Translation Transfer ensures that clients' documents are translated with precision, accuracy, and timeliness. This commitment is upheld by providing certified and experienced translators, reviewers, and proofreaders to meet the needs of clients.

## **2. Localization Services**

In addition to offering document translation services, Translation Transfer also provides localization services for software, games, and websites. The company ensures high-quality services, tailoring translations as closely as possible to the target users, resulting in optimal outcomes.

## **3. Transcription Services**

In line with the development of globalization, Translation Transfer has expanded its services to meet client needs, including the addition of transcription services.

## **4. Proofreading**

Not solely focused on translation, Translation Transfer also offers proofreading services. This service is provided to conduct thorough checks and prevent errors in crucial aspects of projects.

## **5. Interpretation Services**

Translation Transfer also provides interpretation services to assist clients in accurate and prompt interpretation. Prioritizing clarity, speed of delivery, content stability, and overall content conveyance, Translation Transfer ensures reliable interpretation services.

## **6. Transcreation Services**

In addition to translation, Translation Transfer also provides transcreation services. With this service, a project is not only translated but also creatively adapted in terms of language and writing style.

## **7. Subtitling Services**

In addition to translation, Translation Transfer also offers transcreation services. With this service, a project is not only translated but also enhanced in terms of language and writing style.

## **8. Editing**

Recognizing the rapid development in the world of films, Translation Transfer is also aware of the need for subtitling services. With this service, Translation Transfer can meet the needs of film enthusiasts, ensuring that content is accessible and enjoyable for a wider audience.

### **2.1.3. Vision, Mission, and Values of The Company**

As a translation service company, Translation Transfer has a vision: "Translation Transfer aspires to be the leading Translation and Localization Company by connecting the world's languages and cultures through appropriate technology integration." In line with this vision, Translation Transfer also has several missions. The first is to provide language after-sales service with a high level of quality assurance. The second is to continuously innovate services and technology with a focus on customer satisfaction. The third is to actively engage in establishing global connections through effective communication.

In addition to having a clear vision and mission, Translation Transfer also upholds values that serve as the company's guiding principles, namely:

1. **Accountability:** The company takes responsibility for what has been promised. It is our nature to be reliable and trustworthy.

2. **Commitment:** The company maintains a solid commitment to mutual respect among partners, customers, and other stakeholders to foster a harmonious working relationship.
3. **Trust:** The company preserves trust as a necessity and prioritizes customer satisfaction to build long-term partnerships.
4. **Integrity to Innovation:** Innovation is a passion that the company shares. The company will constantly innovate to drive change with the utmost integrity.
5. **Value:** The company values time and harmonious relationships with all stakeholders. Through technology integration, the company promises to provide the highest quality while also ensuring the most efficient convenience.

#### 2.1.4. The Philosophy of The Company's Logo



Figure 1. Translation Transfer Logo

In addition to the values that are fundamental to Translation Transfer, the company logo itself also has its own philosophy and meaning.

- The icons "T" and "T" stand for Translation Transfer.

- The green and yellow "T" icon means "translation", the spirit of eliminating language barriers and unifying understanding through translation across language differences.
- The white "T" icon means "Technology" which is the spirit of simplifying the problematic needs in life through the integration of technology.
- The yellow arrow rising towards the top right to form the letter "L" means commitment to innovation, not just translating but localizing, not just transferring language but sending the core message of the source language into the target language.
- The five-cornered star icon represents the five-point company values, ACTIVE (Accountability, Commitment, Trust, Integrity to Innovation, and Value).

#### **2.1.5. The Equipment The Company Use**

In carrying out every project, Translation Transfer certainly utilizes software that supports the performance of its workers. Translation Transfer employs Computer-Assisted Translation (CAT) Tools. CAT Tools stands for Computer-Assisted Translation Tools. Translation Transfer itself utilizes several CAT Tools, including SDL Trados, MemQ, Memsource, XTM Cloud, Wordfast, Smartcat, Matecat, and many more. These software tools serve various essential functions in facilitating the translation process.

The first function of CAT Tools is the Translation Memory function, which is useful for storing all translated results. This means that words, phrases, or sentences that have been saved in the Translation Memory can be suggested

automatically when the same words or sentences appear again. This enhances work efficiency and productivity.

Secondly, CAT Tools also have a Termbase function. This feature facilitates translators in storing glossaries or specific terms along with their contextual explanations. This ensures that translation consistency is maintained.

Thirdly, CAT Tools have Desktop Publishing (DTP) functionality. This capability allows the extraction of various types of documents and preserves the original document format to ensure that the final translation result precisely matches the layout format of the original document.

#### **2.1.6. The Quality Work Guarantee of The Company**

In handling a project, Translation Transfer has a quality work guarantee that consists of 5 stages, in addition to:

1. **Translating Process:** In this stage, the document will be translated by translators within the company who, of course, possess specialized expertise in the specific field that aligns with the client's industry needs.
2. **Proofreading Process:** In this stage, the document will be reviewed by senior reviewers within the company, taking into consideration various linguistic aspects.
3. **Editing Process:** In the next stage, the editor will be responsible for reading the entire document translated by the translator and correcting grammar, punctuation, and sentence structure.
4. **Project's Manager Reviews:** At this stage, the client's translated document will be reviewed once again by the project manager to ensure there are no



errors and to guarantee that the translated document aligns with the client's requirements.

5. **Timely Submission:** In the final stage, the translated document is ready to be delivered to the client according to the predetermined timeline.

### 2.1.7. The Company Personnel Structure

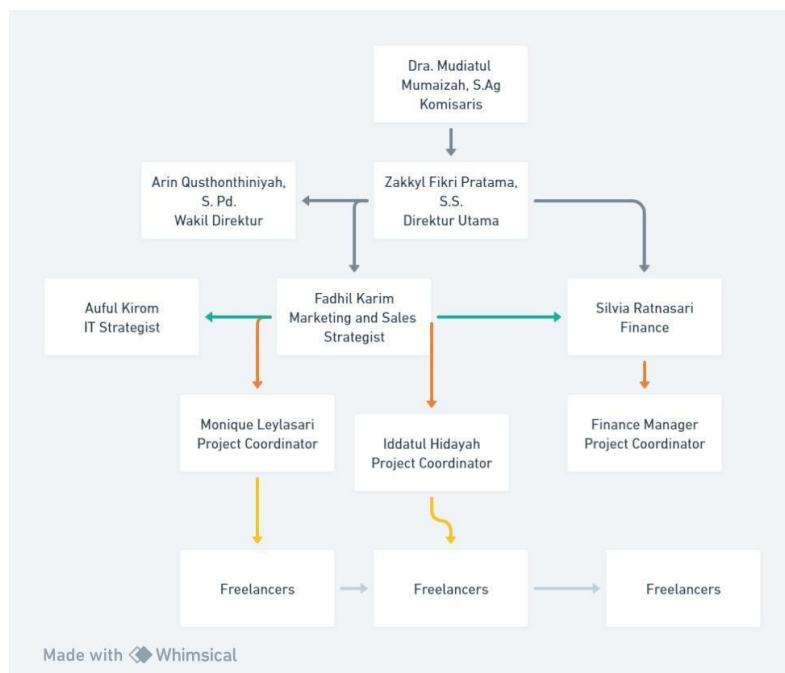


Figure 2. Structure Company of Translation Transfer

## 2.2. The Activities

During the approximately four-month internship program at Translation Transfer, the writer has engaged in various activities. Additionally, the writer has acquired new knowledge from the materials provided by Translation Transfer. In

this section, the writer will elaborate on the specific activities undertaken during the internship at Translation Transfer.

### **2.2.1. Introduction Session and Pre-Test**

During the initial meeting with Translation Transfer, the writer was not immediately assigned tasks or responsibilities. In the first meeting, the writer was welcomed by Translation Transfer's CEO, Zakkyl Fikri Pratama. Not only Mr. Zakkyl, but also the Head of the English Literature Program, Mr. Dono, delivered a welcoming speech to Translation Transfer. Following that, the writer participated in an introduction session. During the introduction session, the writer was not only asked to state their name but also to provide a profile, including hobbies, interests, and talents. Besides the introduction session, Mr. Zakkyl shared his own experiences working as a translator, as well as his role as the CEO and Founder of Translation Transfer. This included the history of Translation Transfer's establishment and the various experiences the organization has undergone up to the present. At the end of this introduction session, Mr. Zakkyl appointed the writer as the class representative for the internship program.

On the first day after the introduction session, the meeting session was handled by Mr. Zakkyl directly. At that time Mr. Zakkyl explained about Market Language, he explained how to understand the conditions of the language translation market, including how to attract clients, to what fields are currently in need of translation services. Not only that, Mr. Zakkyl also gave an explanation of how to become a good translator, as well as what must be prepared if you want to establish a company in the field of translation. At the end, Mr. Zakkyl also shared

some of his experiences in establishing Translation Transfer and shared information with students including the writer.

In the subsequent activity, the internship program will be supervised and managed by one of Translation Transfer's employees, namely Fadhil. As the person in charge of our internship program, Fadhil provided the writer with a schedule outlining the upcoming activities. However, there was a slight problem when holding the meeting on that day, namely there was a power outage at Translation Transfer, so the meeting had to be postponed. Instead, Fadhil asked us to create a persuasive text with a theme to be chosen through online roulette. Fortunately, the problem didn't last long so we were able to start our meeting session. In the meeting session, Fadhil asked the writer and other students to stop working on the persuasive text first, because Fadhil would give a pre-test for the writer. This pre-test was conducted through the Quizziz platform to assess the writer's understanding of the upcoming materials. The pre-test covered basic English language topics and creative writing materials that would be covered in the program. After the writer did the pretest session, Fadhil then asked us to continue creating the persuasive text that would be discussed at the next meeting.

### **2.2.2. Creative Writing Class**

In the creative writing class of this internship program, the writer is instructed on how to create a unique piece of writing that captivates readers and entices them to engage with the content. This material is provided to hone the writer's skills in producing compelling written works that not only attract readers but also influence them to take action or be inspired after reading the text. At the

beginning of the material, the writer is introduced to copywriting, the activity of writing marketing or advertising texts with the goal of persuading or convincing consumers to take actions aligned with the intended goals. Additionally, the writer learns about the essential formulas to consider when crafting copywriting and is presented with examples of effective copywriting.

Following the explanation of copywriting, the writer is tasked with brainstorming and analyzing a product. Fadhil provided some pictures of advertisements belonging to famous brands, after which we analyzed them together so that we understand and have an idea of what a copywriting looks like and what should be avoided in making a copywriting. After brainstorming and analyzing, Fadhil explained what formulas are commonly used when creating copywriting. The first is the PAS formula (Problem, Agitate, Solution). Fadhil explained why this formula is often used when creating copywriting for a product. After that, to test the writer's understanding, Fadhil asked us to analyze a product in terms of the product's correlation with the existing problems around and explain the solution through the product.

After explaining about the PAS formula (Problem, Agitate, Solution), Fadhil then explained about an additional formula of copywriting, namely the FAB formula (Feature, Advantage, Benefit). Similar to the previous formula, Fadhil explained how to apply this formula into content writing. To find out how far our understanding of the FAB formula is, Fadhil gave each of us an image and asked us to analyze the image based on the FAB formula. In addition, the writer was also asked to create a persuasive text using the formulas that had been taught, while the theme of the persuasive text was determined by Fadhil.

In this creative writing material, the writer also receives explanations about psychological triggers that can be used as additional formulas in a written work. After explaining some of these formulas, while reviewing our work, Fadhil also explained the importance of Psychological Triggers in the content. Psychological Triggers include curiosity, scarcity, authority, halo effect, social proof, and fear. These psychological triggers are expected to appeal to the emotions of readers or consumers, can be used to influence the reader's decision process and motivate them to take certain actions.

After the writer recognizes, understands, and applies copywriting, the material will move on to content writing. In this segment of content writing, the author is introduced to additional formulas that should be considered and used when creating content in written works. Furthermore, the authors began to learn how to create articles to market the translation services offered by Translation Transfer. Fadhil, as the person in charge, asked us to create an article using the formulas that had been taught before. We were also asked to include some psychological triggers in our article.

While working on the article, we were also taught about how to create an interesting title or headline of an article. Making an interesting headline is important in creative writing, because the first thing the audience will read is the title or headline itself. To clarify his explanation, Fadhil asked us to create some alternative headlines for our article. Later, these headlines will be checked and given feedback by Fadhil so that our articles become more perfect. However, it was not only Fadhil who gave feedback on the headlines that the writer made, other students also

participated in voting for each other to choose which headline was the most appropriate and interesting.

Between the internship activities, sometimes, the writers are also asked to create a video content. At that time, Translation Transfer had its fifth birthday, so we were asked to make a video containing birthday greetings for Translation Transfer. According to the writer, this can indirectly hone the writer's ability to create content. In addition, with this, the writer and other fellow students also did not feel bored during the internship.

After the psychological trigger material and how to create an interesting headline, we were explained about the advanced formula in creating content writing. That formula is the AIDA formula (Attention, Interest, Desire, Action). Basically, this formula is almost the same as the previous formulas, which are used to create a creative content, but usually this formula is more used in making video content. In addition, we were also explained about how to create a video content that is interesting and in demand by many people.

At the conclusion of this class, the writer is tasked with applying the creative writing concepts learned to create a short video for marketing a product. For product selection, Fadhil allows the writer to choose what product to use. To help us in making this video, Fadhil gave us directions on what we should do first. First, we were asked to make a rough draft of what we wanted to say in the video. Next, we were asked to make a script of our video. Later, this script will be checked and given feedback first by Fadhil so that the results of our video are maximized.

In addition to the short video assignment, there is also a post-test administered through the Quizziz platform. The post-test serves the purpose of

assessing whether the writer has comprehended the content writing and copywriting materials provided throughout the course. This post-test not only evaluates the understanding of creative writing concepts but also encompasses the writer's fundamental knowledge of proper and effective Indonesian language usage.

### **2.2.3. Translating and Reviewing Exercise**

In addition to the copywriting and content writing materials, the writer is also provided with an opportunity to learn how to translate a project. In this session, the writer is directly instructed by the CEO of Translation Transfer, Mr. Zakkyl. The first thing taught to the writer is the various tactics that can be employed when translating a text or document. Mr. Zakkyl not only explains these tactics but also provides examples to illustrate their application.

After learning about those aspects, the writer proceeds to be educated on CAT Tools used for translating a project or document, namely SDL Trados. Mr. Zakkyl explains how this software operates, covering the process of importing files from a project, configuring the Trados system to align with the target language, and ensuring the translation process does not alter the document's format. After the explanation, the writer is given a project that Translation Transfer had previously completed, the Google News Initiative project. Mr. Zakkyl instructs the writer to work on the project gradually, translating 100 segments each day.

While instructing the writer to translate the project gradually, Mr. Zakkyl also begins to explain the role of a reviewer responsible for checking translated documents. Beyond providing theoretical knowledge, Mr. Zakkyl provides the writer with an opportunity to practice the reviewing process firsthand. This includes

identifying and examining various aspects, analyzing errors in a text, and offering suggestions on how the text should be translated. The outcome of this reviewing process contributes to determining the quality score of a translation.

Once the writer has finished translating and reviewing the Google News Initiative project, Mr. Zakkyl introduces the next stage in translating a project, which is the layouting of the translated output. Layouting is taught with the purpose of ensuring that the writer knows how to restore the layout of the translated document to its original form with the translated content positioned in the target language. Mr. Zakkyl covers not only the steps in layouting the translation output but also teaches how to tidy up the layout to closely match the original format. All the steps, from the initial translation to the layouting of a project, are taught to help the writer understand the workflow of a translator and familiarize them with the operation of translation software.

#### **2.2.4. Marketing of Translation Class**

After being taught about the translation process and the functioning of the Trados system, the writer proceeds with the material on the marketing of translation. In this session, Fadhil, serving as the person in charge, provides instruction to the writer. At the beginning of the material, the writer is explained about what marketing is and the various formulas involved in marketing. This is followed by an explanation of branding, covering what branding is, why a product, company, or even individuals should have branding, and the significance of branding in a company. In addition to the explanation, the writer is prompted to engage in a brief brainstorming session with questions posed by Fadhil. After



understanding the concept of branding, the writer receives an in-depth explanation of personal branding, its benefits, and its importance. While studying this, the writer is encouraged to practice by creating a LinkedIn account and Curriculum Vitae (CV). Fadhil provides guidance on how to create an effective CV that can attract the attention of prominent companies when applying for a job in the future.

In addition to the CV, the writer is informed about the importance of creating an account on the LinkedIn platform. A LinkedIn account is highly valuable for job searching, as the platform hosts numerous companies, both domestic and international, that advertise job opportunities across various fields. The writer is taught how to craft a profile that creates a strong personal branding on LinkedIn. Beyond completing the profile, expanding connections is also emphasized on the LinkedIn platform. The rationale is that having more connections enhances the visibility and credibility of the account, making it more recognized and trusted.

#### **2.2.5. Collection of Translation Company Data**

After being taught how to build personal branding, create an effective CV, and establish a strong LinkedIn profile, Fadhil instructs the writer on the process of gathering data on translation companies in various regions of Indonesia. This is done to broaden the prospects of acquiring clients for Translation Transfer. Fadhil assigns students, including the writer, based on different regions and cities. The collected data includes the company name, address, email address, website, and LinkedIn accounts of employees working for those companies. Through this data collection effort, the writer can also expand their LinkedIn connections indirectly.

In addition, Fadhil also teaches the writer how to offer Translation Transfer's translation services to these companies. This way, the writer can learn and understand how to attract clients, especially in the translation industry. Acquiring a client is not an easy task, and from this material, the writer can comprehend how to appeal to a client's interest in using Translation Transfer's translation services and learn effective communication strategies, particularly when dealing with individuals from different cultural backgrounds.

#### **2.2.6. Seminar and Visiting Translation Transfer**

The internship program conducted for approximately four months took place online. However, during this period, Translation Transfer also arranged three offline visits directly to Ma Chung University. Mr. Zakkyl, the CEO of Translation Transfer, visited multiple times to meet with the writer and other interns in person. During these visits, Mr. Zakkyl not only engaged in discussions but also conducted seminars on translation for the students at Ma Chung University.

During his first visit, Mr. Zakkyl was warmly welcomed by the representatives from Ma Chung University, especially the faculty from the English Letters Program. In this inaugural visit, Mr. Zakkyl not only came to meet and get acquainted with the writer and other interns in person but also prepared materials on translation that were shared with the students participating in the internship program. The first meeting concluded with a photo session involving both parties.

The second visit from Translation Transfer to Ma Chung University was also attended by Mr. Zakkyl. In contrast to the first visit, during this second visit, Mr. Zakkyl not only came for a visit but also conducted a seminar attended by three

cohorts of students from the English Letters Program at Ma Chung University. The interns from Translation Transfer were tasked with organizing the seminar as part of their responsibilities. The seminar focused on the discussion of subtitling translation and was presented by Mr. Zakkyl, the CEO of a translation company.

The final visit was made by the Ma Chung University students, including the writer, who were undergoing the internship program at Translation Transfer. The writer personally visited the city of Jember and the Translation Transfer office, where the internship program had been conducted. During this visit, the writer and fellow interns were warmly welcomed by the Translation Transfer team. There, they engaged in discussions and conversations with the Translation Transfer team. At the end of the visit, the representatives from Ma Chung University presented a plaque to Translation Transfer as a gesture of gratitude and a token of remembrance for Translation Transfer.

### **2.2.7. Logbook and Details of The Activities**

In this section, the writer will show in detail about what the writer has done during the internship.

	Date	Activities
1	7-8 August 2023	Introduction session and explanation of the internship system at Translation Transfer.

2	9 August 2023	Pre-Test session and introduction to Creative Writing material
3	10-16 August 2023	Explanation of Copywriting material and the formulas in it.
4	18 August 2023	Workshop session on tips to become a legal translator by Translation Transfer.
5	21-30 August 2023	A further explanation session on Content Writing and a review of the assignments given.
6	31 August - 4 September 2023	Quizziz test session and review the assignments given previously.
7	5 September 2023	Technical and system explanation session from SDL Trados
8	6-11 September 2023	Providing translation assignments and reviewing the translation results that have been done.
9	7 September 2023	Explanation session about 10 tactics in translation

10	12 September 2023	Explanation of how to review a translation result
11	13-29 September 2023	Working on assignments to translate and review the results of the translation
12	15 September 2023	Direct meeting session with offline Translation Transfer and explanation of how to translate in more depth
13	2-3 October 2023	Explanation of how to layout the results of translation and practice it.
14	4-6 October 2023	Explanation session on marketing of translation materials
15	9 October 2023	Explanation session on the use of LinkedIn
16	10-12 October 2023	Assignment to complete each other's LinkedIn
17	13 October 2023	Offline Takarir Translation Seminar by Translation Transfer
18	16-19 October 2023	Explanation session on branding in marketing
19	20-23 October 2023	Explanation, analysis, and assignment

		session on personal branding
20	24-27 October 2023	Review of previous assignments and explanation of CV making
21	30 October - 3 November 2023	Giving assignments to complete on LinkedIn and review
22	6-9 November 2023	Explanation and assignment on collecting company database
23	10-21 November 2023	Provision of assignments to search for LinkedIn companies
24	22-23 November 2023	Assignment to create an article on LinkedIn and review the article.
25	27 November 2023	Ma Chung student visit to Translation Transfer
26	29-30 November 2023	Reviewing the company's LinkedIn
27	1-5 December 2023	Assignment to create content and review company data collection.
28	7 December 2023	Farewell Reception Session with Translation Transfer

### **2.3. The Problems**

Despite the overall smooth and successful progression of Translation Transfer's four-month internship program, it is essential to acknowledge the challenges and issues encountered during the internship. Notably, differences in language use between the internship and classroom settings posed a notable challenge. Furthermore, the emergence of unfamiliar foreign terms within the translation field presented a learning curve for the writer. Lastly, instances were observed where written communication proved less effective compared to direct communication.

#### **2.3.1. Differences in Language Use during Internship and Classes**

One of the problems faced by the writer is the difference in language use between the internship and regular classes at the university. Although this internship program has been converted into 20 credit hours (SKS), there are still 2 mandatory SKS that the writer must take. Consequently, the writer has to attend regular classes held every Friday after completing the internship activities. In the English Letters program, students, including the writer, are accustomed to communicating in English to enhance speaking and communication skills. However, during the approximately four-month internship, the writer and other students used Indonesian in their daily conversations. According to the writer, this has become one of the problems because in the previous semesters, the writer was accustomed to using English in classes, but this semester, the writer must adapt to using Indonesian during the internship and then switch back to English for regular

classes on Fridays. The alternating use of languages in a short period sometimes confuses and poses difficulties for the writer, especially when using English.

### **2.3.2. Foreign Terminology in Marketing**

The second problem faced by the writer during the internship at Translation Transfer is the encounter with foreign terms, especially when discussing marketing. When the writer received explanations or materials about marketing, Fadhil, the person in charge of this material, explained several copywriting formulas that the writer had not previously encountered. Examples include AIDA (Attention, Interest, Desire, Action), Psychological Triggers (Curiosity, Scarcity, Authority, Hello Effect, etc.), PAS (Problem, Agitate, Solution), and many more. The writer finds these terms to be unfamiliar and less known, especially for English Literature students who are not typically taught about the marketing field. Additionally, the terms taught are quite extensive, making it challenging for the writer to remember and apply them in the assigned tasks at times.

### **2.3.3. Ineffectiveness of Conveying Information in Written Mode**

The last challenge experienced by the writer is the less effective conveyance of information in written mode, which is related to technical issues. Throughout the internship, the writer's person in charge, Fadhil, consistently communicates messages through written mode on WhatsApp. This sometimes confuses the writer, as some information, particularly instructions regarding tasks, is unclear or lacks



detail, requiring the writer to seek clarification from Fadhil repeatedly. At times, this process proves time-consuming and causes confusion.