

## **CHAPTER II**

### **INTERNSHIP ACTIVITIES**

This chapter provides information about the Company's overview, activities, and problems faced by the author during the internship. The general description of the company includes the history, vision, and mission of the company, company philosophy, organization, job description, and services provided. An explanation of the activities carried out includes the material and projects that must be translated by interns. Problems encountered consisted of inefficient meeting schedules, task instructions, and lack of feedback on work results.

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

Translation Transfer is one of the growing and competitive language service agencies with high-quality translators who are experts in various fields of language services and strive to be able to make more efforts in providing the best quality in the translations produced. Supported by adequate knowledge of the target and source languages as well as state-of-the-art technology, Translation Transfer provides customers with services such as transcription, localization, interpretation, subtitling, transcreation, proofreading & editing, as well as document translation. Translation Transfer was established on August 29, 2018, by Zakkyl Fikri Pratama. As the world's leading language service organization, Translation Transfer focuses on keeping all aspects of the internship, including translation and other interests, cohesive and solid. Translation Transfer always involves language experts in every stage of the work process based on their specialization.

Translation Transfer is also one of the sworn translation companies that has a different quality of translation from other translations, this translation will have its privileges. Because the translation that is done will have a sworn certificate and is recognized for its validity. Another purpose of this sworn translation service is to know and understand the binding force

of the use of foreign languages in deeds that are not translated by a sworn translator and will know and understand the form of legal liability for documents that are not properly translated.

In addition, Translation Transfer has Human Resources (HR) who are guaranteed the quality of their work, have experience, and work professionally that has been running for 5 years in the language industry. Translation Transfer also works quickly, accurately, consistently, and according to the field of expertise and is supported by adequate translation management technology. The working capacity provided by Translation Transfer in a day will work on at least  $\pm 200$  pages ( $> 60,000$  words). Translation Transfer emphasizes its commitment to prioritizing quality productivity and timeliness while providing consumers with Translation Transfer's proven translation results.

Translation Transfer has a 24/7 hotline support service and will be on hand to resolve any customer marketing language issues. The workflow process provided by Translation Transfer always ensures that every project is meticulously executed, from start to finish. However, with the advancement of technology and the demand for high-quality services, Translation Transfer has assembled a team of committed language experts who maintain the values of competence, fluency, and thoroughness to deliver the best of Translation Transfer's translation services.

### **2.1.1 Company's Logo**



#### *2.1.1 Company's Logo 1*

Translation Transfer has a logo with a double letter "T" which is an acronym for Translation Transfer itself. The green letter "T" with a yellow gradient has the meaning of

"Translation" which is a spirit of eliminating language barriers and unifying understanding through translation in different languages.

The second "T" with a white hue means "Technology" which is the spirit of simplifying the problematic needs in life through integration of technology. The yellow arrow towering towards the top right forming the letter "L" means a commitment to innovation, not just translating but localizing, not just transferring languages but sending the core message of the source language into the target language. And finally, the five-cornered star icon means the five-point values of the Company, ACTIVE (Accountability, Commitment, Trust, Integrity to Innovation, and Value).

### **2.1.2 Company Value**

As a translation company that has been running for 5 (five) years, Translation Transfer has values that are instilled, namely:

1. **Accountability:** being responsible for what Translation Transfer promises, such as being reliable and trustworthy is part of Translation Transfer's character.
2. **Commitment:** upholding a commitment to mutual respect between colleagues, customers, and other stakeholders to create harmonious working relationships.
3. **Trust:** trust is a necessity that Translation Transfer maintains. Focus on customer satisfaction to create long-term partnership bonds.
4. **Integrity to Innovation:** innovation is the spirit embedded in Translation Transfer's personality. Translation Transfer with maximum integrity will always innovate to lead change.
5. **Value:** Translation Transfer values time and harmonious relationships with all stakeholders. Translation Transfer promises to provide the best quality with the most efficient convenience through technology integration.

### **2.1.3 Vision and Mission of the Company**

- **Translation Transfer's Vision:**

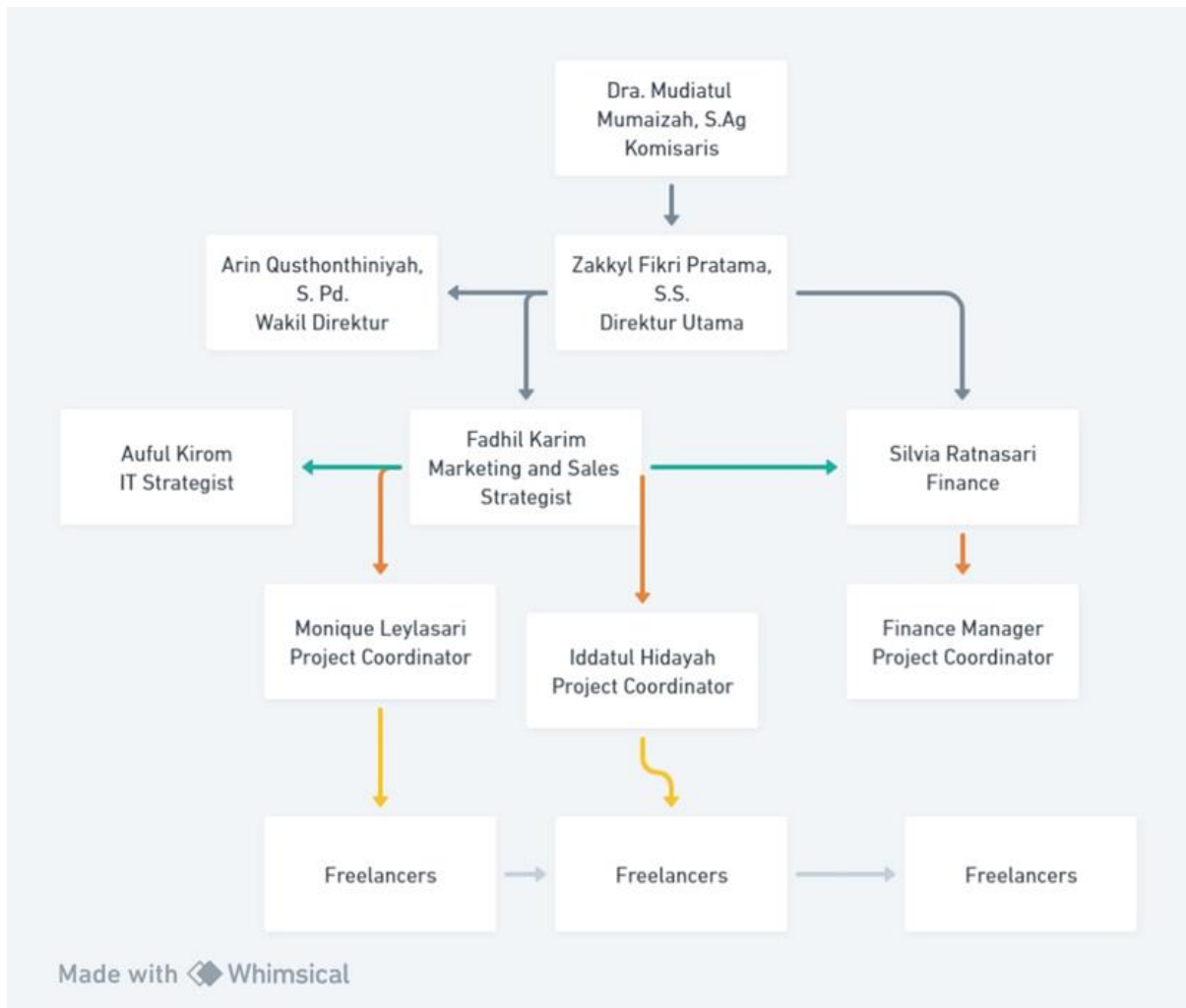
Translation Transfer aspires to be a leading translation and localization company by connecting the world's languages and cultures through the integration of appropriate technology.

- **Translation Transfer's Mission:**

1. To provide after-sales service of languages with a high level of quality assurance.
2. Continue to innovate in service and technology with a focus on customer satisfaction.
3. Active in building global connections through effective communication.

### **2.1.4 Organization Structure of Translation Transfer**

As a company that provides translation services, Translation Transfer certainly has an organizational structure. The following is the organizational structure of Translation Transfer:



#### 2.1.4 Organization Structure 1

#### 2.1.5 General Information on Services at Translation Transfer

provides a complete range of professional translation and localization services. The services provided by Translation Transfer include document translation, localization, transcription services, proofreading, interpretation services, transcreation services, subtitling services, as well as editing. This will be further explained as follows:

##### a) Document translation services

The document translation services provided by Translation Transfer have the best results under the needs of consumers. In addition, Translation Transfer provides

certified and experienced translators, reviewers, and proofreaders to maintain the best performance.

**b) Localization Services**

Translation Transfer provides comprehensive software, game, and website localization services to ensure that every language that Translation Transfer Corresponds to the user's cultural aspects is touched upon appropriately. Translation Transfer Striving to research with fluency in every word used, a strong dedication can produce a perfect job by blending the elements of ideas, culture, and language as a natural unity.

**c) Transcription Service**

As a leading company in today's globalization, Translation Transfer is always improving its services to suit client needs. One of the latest Solutions that Translation Transfer provides is transcription services. This is provided to complement Translation Transfer's assistance to consumers under their rights.

**d) Proofreading**

Translation Transfer has a proofreading service to avoid many mistakes in crucial aspects of the project. This analysis, consistency, coherence, tone, and style of the text are key concerns in Translation Transfer's proofreading service.

**e) Interpretation Service**

Translation Transfer provides interpretation services to help customers with clear, fast messaging, content stability, and ideal content delivery to make an event a success.

**f) Transcreation Service**

Translation Transfer provides genius transcreations who have full accuracy in detecting and finding the underlying message in the source language to transfer it to the target language. Not only in the original language, a dedicated transcreation is ready to embellish the words to be conveyed while maintaining the core of the source language.

**g) Subtitle Service**

Translation Transfer provides subtitle services to meet the needs of movie and film maniacs. For some movie lovers, subtitles will greatly help consumers in getting news, education, and various hubs to update themselves.

**h) Editing**

Editing is a fundamental aspect of the translation process. An experienced editor will certainly be able to produce a different quality of work in terms of readability, pacing, and wording when constructing sentences. Therefore, Translation Transfer overcomes cultural barriers and conveys the equivalent message obtained from the source language. Translation Transfer can refine the content and polish the sentences to catch up with the customer's limitations and achieve excellent results by breaking language and cultural barriers to get better performance.

**2.1.6 Specialization in Translation Transfer**

In addition to expanding the range of translation services available, Translation Transfer opens its doors to all areas of translation in which you may have expertise. If you have priorities, especially in the following specialized fields.

- a) Education & pedagogy
- b) Internet, electronic commerce
- c) Marketing/market research

- d) Coverage
- e) Games/video games
- f) Computer: software & hardware
- g) Linguistics
- h) Tourism & travel
- i) Advertising/Public Relations
- j) Law (general)
- k) IT & electronics

Translation Transfer has the opinion to be able to define translation fields to avoid unquantifiable risks in achieving the quality standards applicable to each field. This is solely aimed at getting the best results at the end of the process.

### **2.1.7 Career Advancement at Translation Transfer**

Translation Transfer is a growing language services company with a keen interest in building a reliable freelance team to achieve the company's vision and mission. Translation Transfer strives to break down the boundaries of communication through translation and bridge the values between producers and consumers, in the following ways:

- a) **Cooperative:** integrating cooperative partnerships between the Company's internal translators and external freelancers.
- b) **Expeditious:** Translation Transfer promises to guide you to accelerate your area of competence through the various projects Translation Transfer assigns to you.
- c) **Open wide:** Translation Transfer invites you as a worldwide fluent freelance translator to take part in providing all the language pairs needed around the world.
- d) **Competitive:** Translation Transfer offers competitive pricing for freelancers because Translation Transfer wants to make sure your hard work is rewarded.



- e) **Responsiveness:** Translation Transfer provides quick responses and thorough guidance to freelancers, especially if you have questions regarding the project at hand.
- f) **Support:** Translation Transfer provides facilities related to language pairing, language troubleshooting, and other needs related to various translation projects to ensure you don't encounter any obstacles in your translation progress.

## **2.2 Activities**

The following is a list of the author's activities during the 4-month internship. The author started his internship at Translation Transfer from August 7 to December 7, 2023.

### **2.2.1 Introduction to Translation Transfer**

The CEO of Translation Transfer, Pak Zakkyl Fikri Pratama welcomed the interns and explained the beginning of Translation Transfer. He shared the history of Translation Transfer and emphasized how he was able to build the company in 2018, accompanied by Mr. Fadhil. Pak Zakkyl shared the various translation projects that Translation Transfer has done. In addition, he also explained various things about the data on the increase of translation services that are currently growing in Indonesia. On the first day of the internship, interns were explained that they would be accompanied by 2 mentors from Translation Transfer to do some learning materials, such as copywriting, translation using CAT Tools, namely Trados, and several other things. The 2 mentors themselves consist of Pak Zakkyl the owner of Translation Transfer and Kak Fadhil who will assist in learning about copywriting.

### **2.2.2 Introduction to Copywriting**

Before introducing copywriting to the interns, Kak Fadhil gave a test in the form of several questions on Quizizz. Where all the questions that have been provided are related to the discussion of copywriting. After all participants completed the test, Kak Fadhil started the

copywriting material. Kak Fadhil provided an introduction and explanation that was quite understandable to each intern, making it easier for interns to be able to focus more on the presentation. Kak Fadhil also explained that copywriting is a bridge between service/product providers and potential buyers/consumers. In addition, several things can be considered in copywriting that can be used. For example, the use of headlines, problems, solutions, and CAT (Call to Action) will be very helpful in creating content in copywriting. At the end of the meeting, Fadhil gave the interns an assignment to determine a product/service and then the participants had to create content using the copywriting strategies that had been explained.

### **2.2.3 Understanding the PAS Formula (Problem, Agitate, and Solution) in Copywriting**

After explaining about copywriting, Kak Fadhil did a little review on the previous assignment. Where the interns are asked to create content with the services/products that have been determined and apply copywriting strategies. Some tasks were given feedback to be improved to comply with existing copywriting standards and some tasks already have standards and have very interesting creativity. Furthermore, Kak Fadhil explained to the interns' effective ways to attract the interest of readers to successful sales of services/products.

Kak Fadhil added in his explanation, that good copywriting will usually be memorable, attention-grabbing, concise, and honest. And this time Kak Fadhil added new material about the PAS Formula. PAS stands for Problem where here is the problem faced by consumers, agitate something that makes consumers feel their problems cannot be resolved, so they need an immediate solution, and finally, Solution ideas or solutions that can be given to consumers as an answer to their problems in the form of products or services that consumers need.

As usual, at the end of the session, Kak Fadhil gave an assignment to each intern by creating a product/service content that will be offered to consumers, using the PAS formula explained by Fadhil.

#### **2.2.4 Explanation of the 4C Formula**

In This meeting, Kak Fadhil still discussed the continuation of a formula in copywriting which can certainly help interns in creating copywriting content. This time, Kak Fadhil explained about the 4C Formula. 4C stands for Clear in creating copywriting content, interns are required to use clear language so that the target audience can understand what will be discussed. For example, short sentences with bullet points. Concise copywriting content should not be too long like writing an essay, you can go straight to the point by using enough words. Compelling makes sure that in making copywriting content, the reader's interest can be captured by using stories, focusing on consumer problems, and providing the right solution. The last in the 4C Formula is Credible, which will be a pointer to the ability and superiority of the product/service offered in solving consumer problems.

#### **2.2.5 Explanation of Material Regarding the AIDA Formula**

This time Kak Fadhil explained the material about the AIDA formula. AIDA stands for Attention which is an attention that makes readers or consumers wonder about the products/services offered. Interest can be a solution to the readers' problems and can provide new information and attract the interest of readers/consumers. Desire can be a trigger for certain emotions or desires from within the reader and for readers/consumers who want products/services. And there is Action is an action that can be an attraction of the product/service offered by including a clear Call-to-action.

#### **2.2.6 Material about the 5 Question Formula and ACCA Formula**

In This meeting Kak Fadhil provided two learning materials to the interns, namely the first regarding the 5-question formula, where this formula is useful especially when in a saturated market and needs to convince readers/consumers of the differentiating factors of the product or service provided. Questions that can be used in this formula include those consisting

of 5W + 1H. The second is material about the ACCA Formula which stands for Awareness, an awareness created to deal with problems that can be overcome by products/services. Comprehension is an understanding that can help readers/customers in the reality of the problem. Conviction convinces the reader/customer to overcome the problem at hand. And finally, there is Action, an action to be able to encourage products/services to attract readers/customers.

### **2.2.7 Explanation of FAB (Feature, Advantage, and Benefit) Material**

Furthermore, there is an explanation of FAB material from Kak Fadhil, which is a formula that can make copywriting content more prominent, especially the advantages of products such as features or values that other products/services do not have. In addition, interns are also asked to be able to explain the benefits or benefits that consumers get by buying or using the product/service.

Before Kak Fadhil shares what products/services each intern will use to create copywriting content, Kak Fadhil first explains some material about advanced material about the FAB formula. FAB stands for Feature, Advantage, and Benefit, where each letter has a different function. Like the Feature function which is the main feature to highlight the quality of the product or service offered, then there is Advantage which explains the advantages or advantages of the features contained in the product / service for consumers. and most importantly the Benefit that is obtained when buying or using the product or service offered.

Furthermore, Kak Fadhil gave an assignment in the form of writing the content of a product that had been provided. After that, the interns were asked to adjust the content to the existing FAB formula.

### **2.2.8 Explanation of Psychological Triggers Material**

Before starting the material, Kak Fadhil checked the results of the assignments that the interns had previously done. The previous assignments were given a review one by one by Kak Fadhil, where all tasks were under the FAB formula and were quite acceptable to Kak Fadhil. After that, Kak Fadhil asked the interns to collect some contemporary words that are often used by teenagers today.

Continuing the previous material, this time the interns were given material about psychological triggers. Psychological triggers are a technique used in copywriting to appeal to the emotions and desires of readers or consumers. Some common psychological triggers used in copywriting include scarcity, authority, social proof, and fear. Psychological triggers can be a powerful tool in copywriting but should be used with care and consideration for the reader. It is important to strike a balance between influencing the reader effectively and being honest and transparent in the delivery of the message.

### **2.2.9 Content Writing**

This meeting the interns were given material about content writing. Besides focusing on copywriting, creating interesting content that can be enjoyed by potential customers. Can be an interest, especially with the increasing use of social media to market the products/services to be offered, of course, it will make it easier for interns to create interesting content that is in demand today.

Kak Fadhil gave several categories to the interns to determine the content to be written. Interns will work together in pairs to be able to evaluate the results of writing the requested content. The interns are asked to find 5 content references on social media as examples or illustrations of the interns writing their content.

### **2.2.10 Introduction to Articles**

In This meeting the interns learned how to write good and correct articles. Before that, Kak Fadhil explained a few things before giving assignments to write articles. Starting with the explanation of the article itself, which is a written work that contains the author's opinion about problems that arise in society. In addition, there are several types of articles that interns should know, namely there are description articles, narrative articles, and persuasion articles.

A persuasion article is a piece of writing that tries to explain a certain theme/topic, but it has an element of invitation or persuasion, so that the reader agrees with the article written. In addition, persuasion articles can also be interpreted as verbal art that can be used to influence others, so that they want to do what the writer wants. In other words, persuasion articles are writing that presents facts and opinions so that readers understand and understand perspectives based on convincing data.

In addition to the 3 articles above, there are also expository articles and procedural articles. In the explanation given by Kak Fadhil, interns are asked to create articles that suit the needs and market of readers. So that readers can enjoy articles that are under the 5 types above.

#### **2.2.11 Introduction to CAT (Computer-Assisted Translation) Tools (Trados)**

After passing approximately 3 (three) weeks with Kak Fadhil. This time Pak Zakkyl will give the material. Before starting to use the Tools, interns are asked to install CAT (Computer-Assisted Translation) tools on a PC that has been provided by the department. After completing the installation, Pak Zakkyl began to explain step by step how to use CAT (Computer-Assisted Translation) Tools (Trados) so that interns could immediately practice translation. At the end of the meeting, interns were asked to try translating a Google Playbook document for 50 sessions. So that the next day the results of the translation can be reviewed together.

### **2.2.12 Language Quality Evaluation**

At the next meeting, Pak Zakkyl asked the intern group leader to divide the interns into pairs. Each pair will work together to review their partner's translation. In addition, it is the job of each pair to check one by one that each session of the translation is appropriate and has the appropriate translation standards to be used.

### **2.2.13 Collection of Data on Translation Service Companies in Indonesia**

On several occasions, interns were asked to collect some data analysis of translation service companies in Indonesia. This is done to find more information about the development of interest in translation services, understand the main marketing targets for translation services of other translation companies, and observe how these companies offer their services by utilizing social media such as Instagram, TikTok, LinkedIn, and others. Of course, this can help interns learn the strategies of other translation companies in developing and marketing translation services to a wider stage.

### **2.2.14 Use of social media**

In addition to learning some material about copywriting and translation, Interns are also taught to be able to build their branding, this aims to develop every potential contained in each intern. By using one of the social media LinkedIn, interns are asked to manage their profile to make it look more professional and this can help to attract clients to connect directly on LinkedIn.

Pak Zakkyl and Kak Fadhil directed the interns by providing an overview of a good LinkedIn profile to be a reference for the interns. In addition, by utilizing LinkedIn relationships, interns can learn to build branding, build relationships with outside partnerships, and broaden their horizons by establishing relationships through LinkedIn.

### **2.2.15 Visit to Translation Transfer**

On November 27, 2023, accompanied by lecturers and internship supervisors from the campus, including Pak Wawan, Pak Dono, and Pak Ounu. The interns paid a visit to Translation Transfer in Jember. This visit aims to be a further introduction to the Translation Transfer Company in real terms. Because for approximately 4 (four) months the interns only knew Translation Transfer and their supervisors online, this visit was planned as an advanced stage of getting to know Translation Transfer better.

### **2.3 Problems**

The author only experienced one problem during the internship, especially with the inefficient meeting schedule. The following is an explanation of these problem:

#### **2.3.1 Inefficient Meeting Schedule**

During the internship at Translation Transfer, the author as an intern faces several problems. One of them is the meeting schedule with the internship supervisor, this is very confusing for the author to be able to compile internship reporting into the Logbook. Plus, there is no definite schedule for each meeting during September 2023.

The difference between the initial activities and the activities in the second month, September 2023, certainly makes the internship activities less focused and the participants tend to get bored with the existing internship activities. This will certainly have an unfavourable impact on participants, such as a lack of interest in learning. Because the activities provided are too monotonous and provide a sense of more learning experience. There is no definite schedule for interns to be able to learn more about translation activities because they spend too much time focusing on one document translation activity, namely technology documents. Of



course, this makes interns lose the opportunity to learn about translation methods or strategies on other documents or even translate others.