

CHAPTER I

INTRODUCTION

1.1 Background

Language is one of the most important and unique part of the human lives (Trask, 2008). Language may have come to human naturally and at times taken for granted, but remarkably a large amount of human development has come from language. It is what makes human different from other living beings on earth. The intricacy of form in language, the change in meanings with using different tones, and how a slight change can drastically change the meaning, shows just how amazing the human language is.

There are around 6000-7000 languages spoken all around the world (Streiter et al, 2010). And while languages are used as a way to communicate thoughts with others, different areas and culture cause the variety of languages. Therefore, if humans from different places are to meet, they would be restricted to by language barrier. Through this, humans have made language industries as a bridge to overcome that.

In language industry, there are many types of services. Translation as the most known service, subtitling, localization, proofreading, editing and many more. Language industries exist so that we are not restricted by language barrier and are able to communicate with others easily. Expectedly, it is not easy to dive into the language industry as those who does need to have an abundance of knowledge, creativity, and experience to be able to relay the intended purpose of the source material to the target. Internship is one way to get experience, broaden our horizon, and learn new knowledge from those who has been in the industry for far longer. Through internship, students are able to experience what it is like to be in the industry, moreover, they are able to plan out their career after graduation. There are many students who may be still confused or have no vision for their career after they graduate. The internship program can give students a clearer view of what they want to do as internship gives students a taste of the working life.

Universitas Ma Chung has given students the opportunity to experience internship, with the intention to prepare them for the working life and develop their skills. This also help students to be able to connect to fellow enthusiasts and professionals in these areas, giving them different perspectives.

The writer has the opportunity to do an internship at Translation Transfer, a language company in Jember, to develop our skills and gain knowledge about this industry. There is a great deal of activities that students are able to do in the internship program in Translation Transfer, one of them is making a creative marketing article. It is essentially a way to sell your product and put out your opinion in a creative way using article. This activity helps the students broaden their knowledge on creative marketing.

1.2 The Objective of the Internship

The fundamental purpose of the internship program is to develop intern students' language skills, broaden our horizon, and experience working life. The objectives that the writer will include are, first and foremost, how this internship program introduce students to a hectic working life in the specific work field. It is known that the transition from a student life to a working life is harsh, which is why this program is made to reduce the harshness of that transition and give a taste of the working life to students. Secondly, this program grants a chance for students to connect with fellow enthusiast and professionals in the specific work field. Third, internship program will heighten students' sense of responsibility and professionalism for the projects that are given by the company. Finally, this internship program can increase students' interest for the specific field.

1.3 The Significance

For English Letters Study Program

This program is significant for the English Letters Study Program. This program creates qualified graduates who are ready to compete in the working world, it also helps the study program to improve the current curriculum and perfecting it in the future, and it also can be used as a comparison between the curriculum in the faculty with the situation on the work field.

For Student

This internship program has a huge significance on students. Firstly, students can develop additional skills based on the formal or informal education. Next, they also can improve their skills in foreign language, which is English. Third, they are given the chance to sharpen their skills and abilities and broaden their knowledge before entering the work field. Lastly, this program also improves on students' problem-solving skills.

For Related Institute

This program is also quite significant for the related institute, Translation Transfer, as it helps them in improving the quality of their services and creates a cooperative relationship with Universitas Ma Chung in the future.

1.4 Operational Definition of the Key Terms

There are some of the key terms that will be mentioned often:

1. Language

Language is a system of spoken, manual, or written symbols used by people to communicate, play, imagine, and release emotions. English phonetician and language scholar, Henry Sweet, stated that language is an expression of ideas by combining speech-sounds into words, then to a sentence which forms a thought.

2. Persuasive Writing

As the name suggest, persuasive writing is a form of writing to persuade and convince the reader to think differently, to read the writer's opinion and accept it, to look at it from another perspective.

3. Marketing

Marketing is about managing profitable customer relationships, not only selling and advertising, but also to satisfy the needs of the customers.

4. Creative Writing

Creative is a mental process to generate new ideas or new associations between existing concepts. Creative writing means to write using the creative process to show the writer's thought and emotion. It is associated with originality of thought and expression.