

CHAPTER II

INTERNSHIP ACTIVITIES

2.1 The General Description of the Company

In the era of globalization these days, there is no way to restrict the connection between countries in the world as they need to cooperate with each other to achieve their goal. This cooperation include business, economy, politics, education, and many more. To achive the desired cooperation, international language is needed for those countries to communicate accurately. Here, the role of translators will be needed.

Zakkyl Fikri Pratama, as CEO and Founder, founded Translation Transfer on August 29, 2018. It is located in Jember, East Java, Indonesia. They offer a great service in translation and throughout the year have translated more than millions of words in a mariad of fields such as, legal, technology, games, IT, financial, and many more. They guarantee the quality of each and every project which needs to follow their protocol; translation, proofreading, editing, Project Manager’s Review, and an on time delivery. As is quoted in their website, “Translation Transfer, with its tagline (rendering the language conscientiously), hopes languages all over the world can accentuate its cultural spirit optimally in delivering every client’s goals, obtaining high comprehension from the audiences, and bridging both producers and consumers.”



Figure 2.1 Translation Transfer Logo

As one of the well-established translation companies, Translation Transfer have collaborated quite a number of well-known companies in the world to handle big projects.



Figure 2.2 Translation Transfer's Clients

There are some examples of the big projects they do is Netflix project, Google Plybook, and HPE Projects. Other than that, Translation Transfer is a company that is experienced in doing internship for students from many universities, and one of them is Universitas Ma Chung.

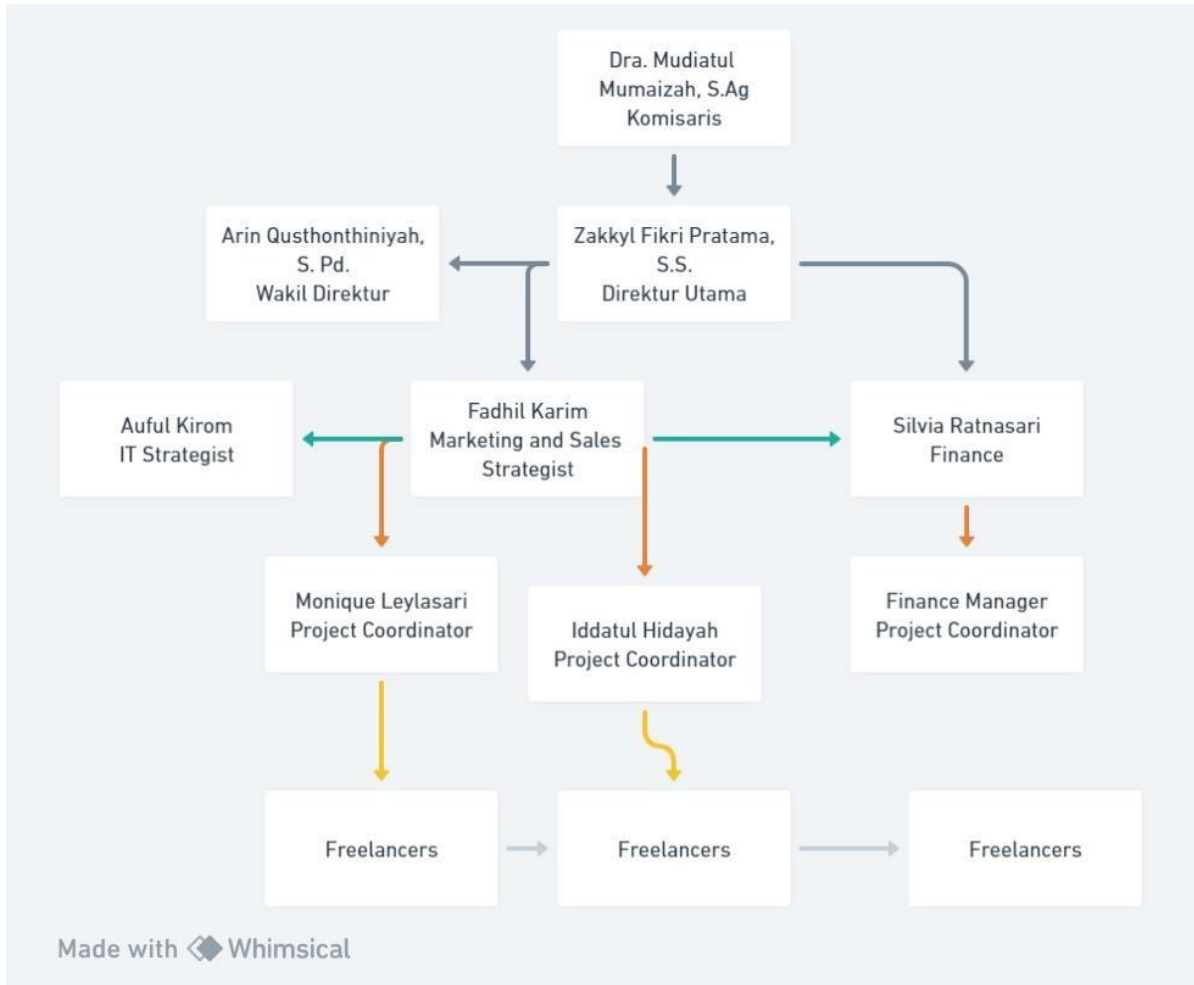


Figure 2.3 Translation Transfer Organisational Chart

2.2 The Activities

There are lots of activities that has been done by the writer while joining the internship program at Translation Transfer from the month of August until December. Here are the activities and some descriptions:

August

In August, we met with Pak Zakky as the CEO of Translation Transfer, and he introduced us to the industry of translation and language in general and the markets

that exist in the industry. Next, we then met our PIC, Kak Fadhil, who prepared a pre-test for us the day after. Then we had our first project which is to make a persuasive text from 9 topics that he had choose.

Throughout the month, Kak Fadhil had taught us about copywriting; what is it and the formulas we can use to make a great copywriting – PAS (Problem, Agitate, Solution), FAB (Feature, Advantage, Benefits), AIDA (Attention/Awareness, Interest, Desire, Action), and taught us about psychological triggers and the use of Call to Action. We had some projects that Kak Fadhil gave us: copywriting projects, persuasive text/articles, ideas for a carousel post with specific topics, and a short advertisement video.

September

In the month of September, Pak Zakkyl, now as our PIC, taught us to operate the CAT tool named Trados. Throughout the month we were tasked to translate an IT text that was once their project titled “GNI Design Accelerator Playbook” using Trados. We had to translate 100 segments per day, and at the time of the meeting, our PIC reviewed and gave suggestions for a better translation. He also explained to us about the 18 translation techniques. Other than that, our PIC also assigned us to do peer-review, which means we had to review our friend’s translation and decide if it is qualified. On 15th September 2023, Pak Zakkyl visited Universitas Ma Chung and gave an offline class for us interns.

October

After we finished all our translations, Pak Zakkyl then taught us how to layout our project and helped us troubleshoot some problems we encounter, such as logos that didn’t show properly, different fonts, and inconsistency words sizes. After that was done, Pak Zakkyl gave us a presentation about the market value of language industry. He also shows us which of the many fields in the language industry that has the most interest. After that, he introduced us to LinkedIn and ask us to make an account of our own. On the 13th of October 2023, there is a seminar hosted in Universitas Ma

Chung about subtitling with Pak Zakkyl as the speaker. Kak Fadhil then taught us about marketing, starting from asking us to observed translation companies and their social media content. He then explained to us about marketing funnel and each of their examples. He also explained to us about company and personal branding how we can apply it in our life. We also learned how to make a CV with ATS base and that we could use our LinkedIn as a way to build personal branding.

November and December

In November we learned more about e-mail marketing and data collecting. Kak Fadhil gave us an assignment to collect contact data from other companies in the area that we picked. We were to collect their phone number, e-mail address, website, company's address, and their worker's LinkedIn account. We discussed a lot about content in LinkedIn, analyse companies that might potentially need to use the translation service, and companies with job or opportunity that fits our skills. Kak Fadhil also encouraged us to connect with the LinkedIn account we collected and made suggestions to improve our LinkedIn account. On 27th November 2023, we visited Translation Transfer office in Jember, and we got to know what their office was like and how they work. On December, Kak Fadhil gave us a task to search for 30 words or sentences that was recommended by Google in the search bar. We then were told to group them and search for points, queri, and region noted in the last 30 days. On the 7th of December 2023, we gave our farewell to Pak Zakkyl and Kak Fadhil. We shared our impressions, gratitude, and messages towards our PIC during the internship program.

There are some activities that were held by Translation Transfer during the internship program:

1. Marketing/Persuasive Article for Subtitling

On 9th of August 2023, we are given an assignment by the PIC, Kak Fadil, to write an article with the topics from the services that Translation Transfer. The writer got the topic of subtitle.

Kak Fadil explains a bit on what the tone we need to use in writing the article. We decided to use a casual and friendly tone. Kak Fadil also encourages us to use viral words or phrases. Through this project, the writer finds that there are a lot of creative ways in writing articles.

Kembangkan Kontenmu: Jasa Subtitling Tiada Duanya!

Penulis: Vania Ashanti Kilin

Dunia perfilman ataupun *content creating* dalam bentuk audiovisual berkembang dengan sangat cepat. Berbagai macam orang sangat suka menonton informasi penting, baru, ataupun hal-hal yang sifatnya menghibur selagi rebahan. Dengan *viewer* dan *subscriber* yang sangat besar, tidak heran bahwa setiap produser dan *content creator* berlomba - lomba untuk membuat konten sekreatif dan sebagus mungkin. Mulai dari hal yang simpel dan menghibur sampai hal yang mengedukasi dan memberi informasi.

Dengan banyaknya peminat di seluruh dunia dalam dunia perfilman ini, pastinya terdapat banyak hambatan yang akan dilalui. Hambatan yang pertama adalah *language barrier*. *Language barrier* merupakan suatu kondisi di mana terjadi hambatan dalam berkomunikasi karena bahasa yang berbeda. Sangat banyak film ataupun video menarik yang tidak tersampaikan ke banyak orang karena adanya *language barrier* ini. Sesuatu yang disayangkan bagi para produser dan *content creator* yang mengalami hal ini. Hambatan yang kedua adalah tidak semua orang dapat mendengar audio pada media/konten audiovisual. Hal ini bisa terjadi karena masalah medis ataupun adanya kebisingan di lingkungan mereka. Mereka tidak akan mengerti apa yang mau disampaikan oleh media yang mereka tonton.

Figure 2.4 Persuasive Article for Subtitling

2. Copywriting

This is one of the activities that surprises the writer in the internship program. Kak Fadil as our PIC, also teach us about Copywriting. At the time, the writer did not know much about copywriting, so it is quite an experience to learn more about it.

There are five formula for copywriting that we get to learn; PAS (Problem, Agitate, Solution), FAB (Feature, Advantage, Benefit), 4C, (Clear, Concise, Compelling, Credible), AIDA (Attention, Interest, Desire, Action), and ACCA (Awareness, Comprehension, Conviction, Action). These formulas helped us in making copywriting and marketing articles that we needed to do.

Produk kecantikan [skincare] : [Merk skincare]:

Pancarkan Sinarmu, *Be You*

Apakah kamu orang yang suka *makeup*? Mau kemanapun, tak lupa menyediakan waktu untuk *makeup* dulu. Fakta membuktikan bahwa menggunakan *makeup* menunjang rasa percaya diri penggunanya. Tetapi apakah kamu tahu? Keseringan menggunakan *makeup* dapat merusak kulitmu, lo. Wajahmu bisa timbul banyak jerawat, komedo, bahkan dapat menimbulkan reaksi alergi kalau kulitmu sensitif.

Terus gimana dong? Jangan sampai wajahmu rusak selamanya! Nah, jangan khawatir! [Merk] jawabannya! Dengan [bahan] dan [zat-zat] yang terbukti dapat menjaga kelembaban kulit serta mencerahkan wajahmu. Dengan [merk], dijamin kulitmu bakal tetap cerah dan *happy* walau memakai *makeup* seharian! Tunggu apa lagi? Beli sekarang dan rasakan khasiatnya!

Problem: Keseringan menggunakan *makeup* dapat merusak kulitmu

Agitate: Terus gimana dong? Jangan sampai wajahmu rusak selamanya!

Solution: Nah, jangan khawatir! [Merk] jawabannya! Dengan [bahan] dan [zat-zat] yang terbukti dapat menjaga kelembaban kulit serta mencerahkan wajahmu. Dengan [merk], dijamin kulitmu bakal tetap cerah dan *happy* walau memakai *makeup* seharian!

Figure 2.5 Copywriting for Skincare PAS Formula

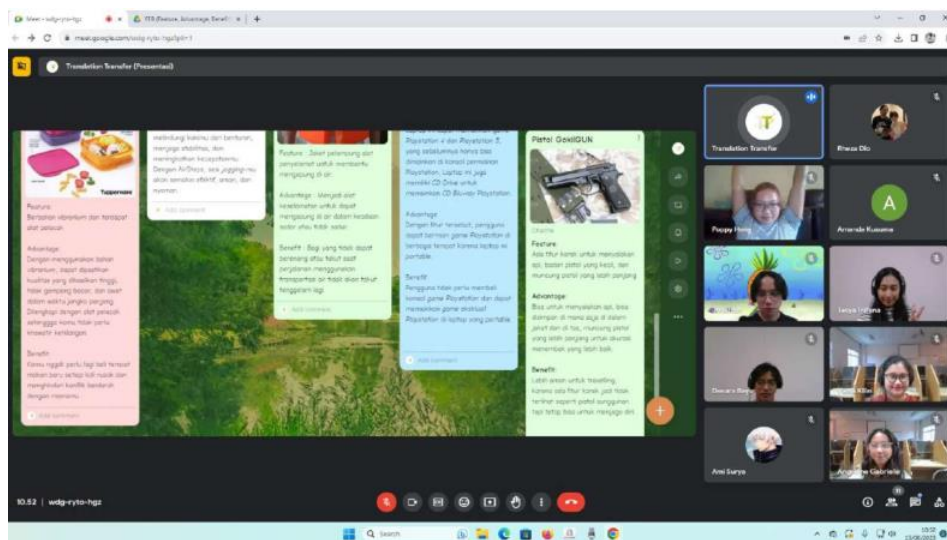


Figure 2.6 Copywriting FAB Formula

3. Carousel Post

Making a script of carousel post is also part of the activity in the internship program. Kak Fadil gives us random topics and we have to make a creative carousel post based on the theme. The writer got the topic 'government'. The writer had felt a bit confused, but Kak Fadil was willing to help the writer and friends to give reference for the assignment.

Slide 1	Tahukah kamu? KBBI Daring punya banyak fitur menarik, lo. Yuk, simak slide-slide berikut! →
Slide 2	KBBI Daring adalah laman resmi pencarian kata Kamus Besar Bahasa Indonesia yang telah dikembangkan dan dikelola oleh Badan Pengembangan Bahasa dan Perbukuan untuk memberi akses informasi kepada masyarakat.
Slide 3	Tapi apakah kamu tau kalau KBBI daring tidak hanya memberi arti atau makna dari sebuah kata saja?
Slide 4	KBBI Daring memiliki fitur mengelompokkan berbagai kata dalam beberapa kategori sehingga lebih mudah dipelajari.
Slide 5	KBBI Daring juga memperbolehkan kamu untuk berpartisipasi dalam memperluas kosakata, lo.
Slide 6	Syarat-syarat kata yang dapat masuk ke KBBI: 1. Unik

Figure 2.7 Making Script for Carousel Post

4. Marketing Article for Boots

In this activity, the PIC, Kak Fadil, has assign us to create a marketing article using one of the copywriting formula for the same product; boots. As we are only needed to write in Bahasa Indonesia, it is fun to experiment with the viral and funny phrases, and to learn how to translate it to English.

For this activity, Kak Fadil also assigned us to a group where we will review each-other's work. It helps us in being more thorough in reading, analysing, and creating works of literature.

Pakai Boots Ini, 100% Nyaman di Cuaca yang Nggak Karuan!

Penulis: Vania Ashanti Kilin

Sadar nggak sih, akhir akhir ini cuaca makin nggak karuan. Perubahan iklim drastis yang membuat cuaca kalau panas, panas banget, tapi kalau udah hujan, yang ada malah banjir. Ngeselin banget nggak sih? Air banjir kotor yang menggenang buat kita nggak bisa leluasa jalan, udah kotor, licin, banyak serangga berbahaya lagi! Waduh, ngeri banget! Jadi takut ngadepin banjir, nggak usah keluar rumah lagi ah!

Wooh, hold your horses! Gak usah panik dulu, guys! Ini nih, WatrDos punya rahasianya supaya kalian nggak usah bingung ataupun gelisah saat menghadapi banjir. Baru WatrDos Boots, sepatu boots yang dijamin bakal melindungi kakimu dari bahaya pada waktu banjir menghadang! Ini beberapa manfaat yang bisa kamu dapatkan bersama WatrDos Boots!

1. Bye Air dan Kotoran!

Air banjir itu sudah banyak terkontaminasi oleh limbah bahkan bahan bahan lain yang berbahaya untuk kulit dan kesehatanmu. WatrDos Boots mampu untuk melindungi kakimu dari air tercemar dan kotoran yang ada dimana mana waktu banjir! Jadi, nggak usah khawatir dan say bye sama air dan kotoran!

2. Keleaset? Tentu Tidak!

Lagi hujan, becek, nggak ada ojek? Ehi Tau nggak? Dengan WatrDos Boots, kamu nggak akan keleaset walaupun jalanan licin. Sepatu ini mempunyai traction yang super dupey kuat! Jadi nggak takut tergelincir atau jatuh kalau jalan di tempat licin.

3. No Bite, No Worry!

Tau nggak guys? Saat banjir, tidak sedikit hewan liar yang mencari tempat berlindung dan berkeliaran. Banyak dari hewan tersebut membawa racun atau bisa yang bakal dengan

Figure 2.8 Creating Marketing Article for Boots

5. Marketing Article for Legal Document Translator

For this activity, Kak Fadil gives us a big assignment to make an article out of the services that the offered in Translation Transfer. In this one, the writer has to write a marketing article for Legal Document Translator.

It is fascinating to learn more about this type of translator, all the strict rules that surrounds the legal documents. After, we are taught to create LinkedIn, and Kak Fadhil encouraged us to translate this article to English and post it on LinkedIn.

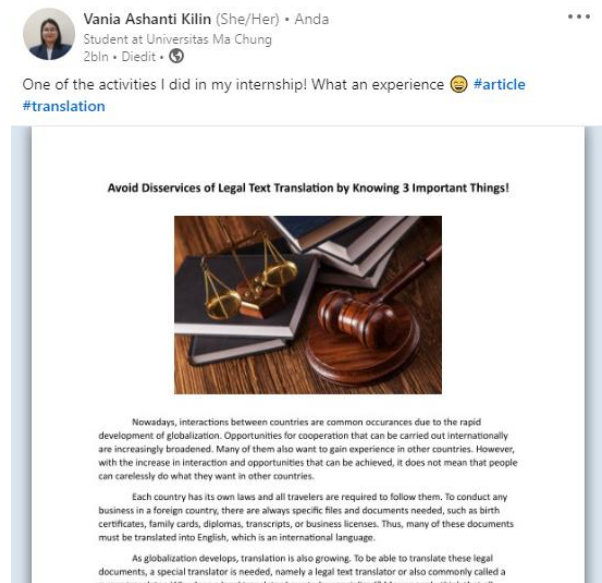


Figure 2.9 Marketing Article for Legal Documents

6. Marketing Article for Transcreation

In this activity, we can pick out what we want to write that still have a connection in language industry. The writer picked 'Transcreation'. It is a fairly not known thing to be explored, so there are not a lot of results in searching so the writer had to be creative in searching for references. Fortunately, the article is finished in time.



Figure 2.10 Marketing Artikel for Transcreation

2.3 The Problem

Although the internship program in Translation Transfer has been held successfully, problems does exist. The writer personally had the problem with the less-than-optimal quality of the finished assignment and the writer feels somewhat lacking in doing the task or assignment. From what the writer gathered, there are two factors that might have played the part in the problem. First is unfamiliarity with the SEO (Search Engine Optimization), which are the words or sentences that could attract more people to click and read the marketing articles, and trends that could draw people to see the project or product. Second, there are a lot of instances where the schedule and meetings are inconsistent. This meant that sometimes the PIC were late to the meeting due to another work and informed us quite late, there are a clash in the assignment which in turns made the interns lacks focus and some assignment didn't get to be reviewed because of the clashing assignment.