

## **CHAPTER II**

### **INTERNSHIP ACTIVITIES**

#### **2.1 Short Introduction on Translation Transfer**

Translation Transfer is a translation company based in Perum Puri Bunga Nirwana, Jember. Founded by Zakkyl Fikri Pratama on August 29<sup>th</sup>, 2018. This company is focusing on maintaining an intern aspect including their translator and stakeholders, on being compact and solid. They have been cooperating with some great clients all over the world as the language service provider. However, nowadays, they can handle projects in different areas such as education, linguistics, e-commerce, tourism, marketing, advertising, insurance, electronics, games, and law.

Translation Transfer also manages several language services. They have a team in doing eight services in total. In a team, they have a translator, an editor, and a proofreader. The eight services are document translation; localization services, in localizing software, game, and website; transcription services, that involves the conversion of spoken or recorded audio content into written text; proofreading, in doing a “double check” to avoid errors in a crucial aspect of the project; interpretation services, to interpreting in various prestigious events; transcreation services, a specialized service that goes beyond traditional translation while ensuring that the cultural nuances, tone, and emotional impact remain intact;

subtitling services, the creation and synchronization of text displayed on a screen to accompany audio content; and editing in smoothen the content and polish the sentence to pursue customer engagement.

The bulk of my internship with Translation Transfer was spent doing content creation. I used to make a lot of copywriting content while learning some copywriting techniques and also make some video content to promote the company. The output of the project was written content that was uploaded on the company's official website and the interns' LinkedIn profile. The video content was uploaded on the Translation Transfer and Transfer Akademi's Instagram.

### **2.1.1 Values and Missions**

Translation Transfer was built in 2018 by its founder and CEO, Zakkyl Fikri Pratama. In developing the company, he had a vision that is now become the company's vision. Their vision is Translation Transfer aspires to be the leading Translation and Localization Company by connecting the world's languages and cultures through appropriate technology integration. This vision is in line with the values of the company. Accountability, to be accountable for what they promise. Commitment, that they maintain a solid commitment to mutual respect among partners, customers, and other stakeholders. Trust, they prioritize customer satisfaction to build long-term partnerships. Integrity to innovation that they will constantly innovate to drive change with the utmost integrity. The last

one is value itself, that they value time and harmonious relationships with all stakeholders.

In order to achieve the vision, there are several missions that they must undertake. They want to provide language after-sales service with a high level of quality assurance, continuously innovating services and technology with a focus on customer satisfaction, and actively engaged in establishing global connections through effective communication.



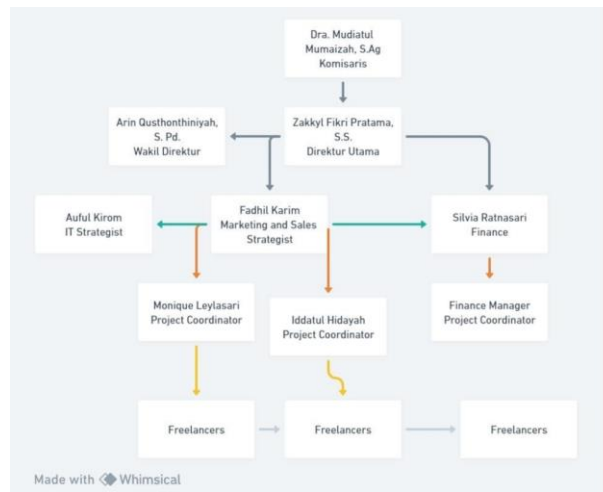
**Figure 2.** *Translation Transfer's Visions and Missions*

### **2.1.2 Relevant Organizational Structure**

Translation Transfer is owned privately and fully by its founder, Zakkyl Fikri Pratama. He is the founder and the CEO of the company. Zakkyl has a vital role in managing and driving the company from the start-up level to the global achievement. With the substantial experience of almost eight years, Zakkyl has successfully implemented the advantage of language in Translation Transfer.

Internally, the day-to-day operation of Translation Transfer is managed by Zakkyl and the team. The team consists of translator, editor, and proofreader in doing their job. For the internship program, they have different person-in-charge (PIC) for each university or students. For this internship program that was participated by me, the PIC was Fadhil Karim, the Digital Marketing Specialist in the company. For the rest, Translation Transfer is structured as follows:

1. Commissioner: Dra. Mudiatul Mumaizah, S.Ag.
2. CEO: Zakkyl Fikri Pratama, S.S.
3. Deputy Director: Arin Qusthonthiniyah, S.Pd.
4. Marketing and Sales Strategist: Fadhil Karim
5. IT Strategist: Aful Kirom
6. Finance: Silvia Ratnasari
7. Project Coordinator: Monique Leylasari, Iddatul Hidayah
8. Interns: Anastasya Trifena Christie, Alicia Angelica, Angelline Gabrielle, Devara Ragil Bayuputra, Poppy Hana Ridwan, Jonathan Immanuel Djiwandono, Amanda Kusuma Dewi, Raphael Rio Cayono, Ami Surya, Vania Ashanti Kilin, Rheza Dio



**Figure 3.** *Organizational Structure*

### 2.1.3 General Job Description

The information that I obtained about the organizational structure was explained verbally about the team owned by Translation Transfer. Internship activities that was held remotely (most of the meetings were online and 3 meetings were offline) caused lack of information about the company's job description. As the internship progressed, interns focused on getting the materials explained by Pak Zakkyl and Kak Fadhil. So interns do not really know how the team works when they get a project.

In general, my responsibility is supposed to handle document translation tasks. But it turned out that interns got materials in doing a copywriting strategies. So that, the task carried out by the author was to work on the assignments given from the PIC in working on copywriting material. The assignment was to create an article using the copywriting techniques that had been taught during the session. On the third month,

interns got material about doing translation with SDL Trados. Unfortunately, interns were never assigned a project to work on document translation, but only practiced translating the GNI Playbook, which was a project completed by Translation Transfer. In the last month, interns focused on marketing materials where I developed their own LinkedIn accounts and looked for companies to prospect.

## **2.2 Activities and Routines**

The following section details in chronological order the activities and routines of my internship with Translation Transfer for the period of four months, starting from August, 7<sup>th</sup> 2023 up to December 7<sup>th</sup> 2023.

### **2.2.1 Orientation and Guiding**

The first thing to do during the internship was meeting to introduce both the Translation Transfer Team and Universitas Ma Chung English Letters students who will participate in this program, followed by the election of class leader. The interns were also introduced to the Translation Transfer. The interns were explained what services Translation provides, and the experience of the CEO, as well as the founder of the company, Pak Zakkyl. He also provided material about the translation business in Indonesia, so that interns have an idea of the field of work they will be doing during their internship.

## 2.2.2 Copywriting and Content Creation

The first material that interns got was copywriting and content creation. Interns were explained about formulas in copywriting. There are three formulas in total PAS (Problem, Agitate, Solution), FAB (Feature, Advantage, and Benefit), and AIDA (Attention, Interest, Desire, and Action). The interns should write different articles by applying the formulas. For the final project in doing copywriting, I wrote one final article on persuasive text. I wrote a persuasive text for medical text translation, with a focus on using the PAS formula.

### Penerjemah Bukan Kaleng-Kaleng?

Penulis: Anastasya Trifena Christie

Bisnis di bidang teknologi dan informasi sedang berkembang cepat. Khususnya penggunaan peralatan elektronik yang sedang digandrungi oleh banyak orang di Indonesia. Sayangnya, sebagian besar elektronik yang digunakan berasal dari luar negeri seperti Cina, Jepang, Korea, bahkan Amerika Serikat yang tentunya menggunakan bahasa yang berbeda dengan kita. Sedangkan, untuk menggunakan barang-barang elektronik tentu ada cara pengoperasian, perakitan, dan perawatan, agar bisa digunakan dengan baik dan benar. Apakah semua pengguna dapat memahami cara pakai barang tersebut? Oleh karena itu, jasa penerjemah memiliki peran penting untuk menerjemahkan dokumen manual pengguna atau *manual book*. Manual pengguna menjelaskan tentang cara pengoperasian produk hingga informasi garansi yang bisa didapat pengguna. Penerjemahan manual pengguna penting untuk diperhatikan agar pengguna dapat memahaminya dengan baik. Manual pengguna yang dibuat sesuai dengan bahasa dari negara asal pembuat elektronik membuat kita kesulitan dalam mengerti isinya. Mau tidak mau, manual pengguna harus diterjemahkan untuk bisa mengoperasikan alat tersebut dengan maksimal. Tidak sembarangan orang bisa menghasilkan terjemahan yang baik dan mengerti spesifikasi barang-barang elektronik. Jasa penerjemah yang *bukan kaleng-kaleng* diperlukan untuk menerjemahkan sebuah manual pengguna. Bagaimana ciri penerjemah *bukan kaleng-kaleng* yang dimaksud? Tentunya Anda akan mendapatkannya di Translation Transfer. Sebagai jasa penerjemah yang berkompeten, kami sudah berpengalaman dalam menerjemahkan manual pengguna. Jasa kami memiliki standar pelayanan profesional dengan anggota tim penerjemah dengan kemampuan pemilihan kata yang tepat, penggunaan *grammar* yang baik, serta cermat dalam melakukan penerjemahan. Tidak hanya itu, kami memiliki tim lengkap dengan *proofreader* dan editor yang akurat. Kami selalu mengerjakan penerjemahan manual pengguna secara menyeluruh dan memeriksa setiap kosakata dan komponen bahasa dalam dokumen Anda. Yang tidak kalah pentingnya, kami siap sedia untuk kebutuhan mendesak Anda dan bahkan, Anda dapat [mengomunikasikannya](#) secara *online*. Semua pekerjaan dapat selesai sesuai *deadline* pesanan klien dengan hasil terbaik dan berkualitas. Kami paham akan keinginan klien dan siap mengantarkan manual pengguna yang mudah dipahami kepada pengguna. Oleh karena itu, kami siap dan tidak sabar untuk bertemu dan memenuhi kebutuhan untuk Anda.

### Figure 4. Content Writing

In addition to working on writing content by applying the copywriting formulas, interns also assigned to work on a video content. Video content that is done purely for the company's marketing purposes.

Interns worked on the content of a birthday greeting video for the company, as well as a promotional video for Translation Transfer's new subsidiary, Transfer Akademi. I took on the role of drafting the idea and concept of the video as well as assisting in the editing process.

### **2.2.3 Translation on GNI Playbook**

The main point of doing this internship was to translate documents. The interns' expectation was they will be given a project to work on document translation. But the reality was interns were given the GNI Playbook to translate from English to Bahasa Indonesia. Pak Zakkyl gave general information on the use of SDL Trados in GNI Playbook translation. Afterwards, interns were assigned to translate one hundred segments per day. The one hundred segments will be discussed together on the next day. The method used when discussing the result of the translation was by showing one of the interns' work to analyse the use of language in the translation. So in practice, the work we got was an exercise in translating the GNI Playbook, not doing an actual translation project.



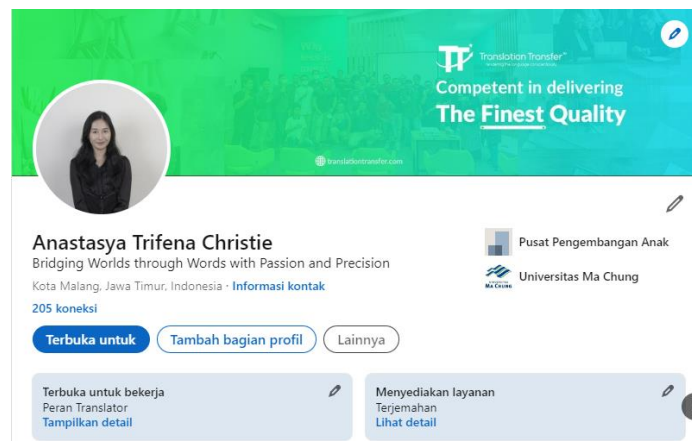
**Figure 5.** *GNI Playbook Final Layout*



During the internship, Translation Transfer assigned several students to join the translation project. The selected intern will do a translation project from Translation Transfer's client. This activity was different from the internship program carried out, thus not all interns got the project.

#### 2.2.4 Marketing and LinkedIn for Career

As part of my role as an intern in Translation Transfer, interns took the initiative to enhance the company's engagement. One notable project involved creating and optimizing a LinkedIn profile for personal branding. I strategically curated content that highlighted their expertise in translation services. In developing LinkedIn account, I shared informative content about translating.



**Figure 6.** *LinkedIn Personal Account*

Moreover, I targeted for prospects of several companies. I was given instructions to connect with company employees who could be offered translation services. Afterwards, I prospect the employee by sending an introductory message. I would update the data to indicate the prospect of starting a translation project with the company if they replied.

## **2.3 Problem Analysis**

Throughout the internship program at Translation Transfer I analysed these two largest problems that caused inefficiency in doing my responsibilities as an intern. These two problems are:

### **2.3.1 Lack of Translation Knowledge**

During the internship at Translation Transfer, I initially faced a lack of translating knowledge and proficiency in using SDL Trados. The struggle with SDL Trados usage became apparent as many interns, including me, were not proficient in navigating the software efficiently. This made it more difficult to interns to understand the nuances of translation assignments and made learning more difficult overall. In using SDL Trados, the most significant difficulty was to produce translation output in the original format. Interns only received materials to open files in SDL Trados, fill in the target language column, and save the translation memory. Because of this, interns found it a little overwhelming to complete translation assignments, especially with a target of one hundred to one hundred and fifty segments per day.

Additionally, the inefficiency of the translation check process resulted from a lack of knowledge on the individual difficulties of each intern in translating texts. Without clear guidance and targeted feedback, it was challenging to identify and address individual weaknesses in translation, hindering the improvement of interns' skills. Interns did not fully understand how to translate a book properly. In addition to the inefficient way of checking, during the internship, the intern only translated one book, in the field of technology. This was what made interns struggled to assess their abilities in the field of translation, considering there were still many fields (law, medical, economics, and others), that could have served as practice for translation.

### **2.3.2 Lack of Feedback by the Mentor**

I encountered a challenging situation due to a lack of feedback from the mentor, Pak Zakkyl. This presented a significant obstacle as clear instructions and guidance are crucial for interns to navigate their tasks effectively. Unfortunately, Pak Zakkyl frequently failed to give clear directions, which resulted in misunderstandings and confusion learning experience. One illustrative incident occurred fifteen minutes before the class was supposed to begin, when there was an unexpected disruption. This unexpected disruption not only disrupted the learning flow, but also left interns in a state of uncertainty about the agenda and objectives of the upcoming sessions. Furthermore, mentors frequently discussed experiences unrelated to the translation materials during discussions. This makes the

interns confused in grasping the material as well as wasting time because the story is very extensive.

Moreover, the assignments given by Pak Zakkyl were not consistently clear. The lack of precise instructions left interns unsure about the expectations and criteria for successful completion. This ambiguity made it challenging to deliver the desired outcomes and hindered the overall learning process. A consistent and thorough feedback process is essential for interns to learn from their errors and improve their skills. Unfortunately, this was lacking in the mentorship approach, leaving interns without a clear understanding of their areas of improvement. In conclusion, the internship experience was significantly impacted by the lack of clear instructions and consistent feedback from Pak Zakkyl. These challenges hindered the interns' ability to comprehend and improve their work, ultimately affecting the overall quality of the learning experience during the internship.