

CHAPTER INTRODUCTION

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1.1 Background

In 5th semester lectures, the students of 2021 were had an opportunity to be involved in *Merdeka Belajar Kampus Merdeka (MBKM)* internship program. The program was divided into two categories which were Teaching Assistance and Language Industry Internship. The writer was involved in The Language Industry Internship. There are 11 students of 2021 and 2 students of 2018 directly involved in this internship. The writer and friends did their internship at a translation company named Translation Transfer located in Jember, East Java. It took around 5 hours from Malang to Jember by car or bus. Due to its far location, the study program decided to hold the internship online from the language laboratory at *Universitas Ma Chung*. The internship duration itself took around 2 hours, started from 09.30 a.m. to 11.30 a.m.

During the internship, the writer gained a lot of new knowledge about the language industry and businesses. However, most of the materials discuss business and marketing. For example, the writer wrote a marketing article to promote one of the services that the company provided such as an interpreter and subtitles. Even the writer learned the data collecting method that the company used to gain clients or even partners.

In this modern age, the usage of social media has many important roles. One example was to optimize personal identity. Not only for personal usage, but many

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corporate and professional companies also use social media to improve their brand identity. One social media example was LinkedIn, which is a social media platform targeting professional users worldwide. LinkedIn was founded in 2002 and officially released on May 5th, 2003, by Reid Hoffman with a mission to connect professionals to become more productive and successful (LinkedIn, 2015).

By using this application, the company is used B2C method in terms to promote the service of Translation Transfer. According to Yankson (2023), B2C method or also known as Business-to-Customer is a type of business that primarily sells products or services directly to individual consumers for their personal use. This method only focused on meeting the needs, preferences, desires of end consumers, and their marketing efforts are typically geared towards creating a strong brand image and establishing an emotional connection with their customers. As the basic step of implementing the B2C method, the writer did data collecting for several targeted companies. Gathered data referring to clients or partners of Translation Transfer in the future. After gathering the data, the company sorted the data and continued to prospect the targeted company to offer the services provided by Translation Transfer. With this application, the writer not only gathered data, but also promotes company services via the direct message feature. The main goal of this activity was to promote Translation Transfer services and gain customers from it. Even though promoting Translation Transfer was the main task to do, the writer also used this platform to improve personal profile and raise account awareness and followers.

Even though the internship program went smoothly. It cannot be denied that there were several obstacles experienced by the writer whether work related or not. For example, sometimes the meeting schedule was canceled suddenly and unilaterally by the company itself. During this internship, the writer also had a working internship in another place, so the writer had difficulty in managed the time and working proportion.

1.2 Objective

The Language Industry Internship Program had several objectives. Based on the background provided by the writer, here are the objectives:

- 1.2.1 To obtain a score.
- 1.2.2 To Improves the writer's skills in language industry.
- 1.2.3 To Improves social media and self-personalization in LinkedIn.

1.3 Scope

The scope of this internship report covered problems that experienced by the writer during the internship. Specifically, it talked about the problems related to schedule and time management and problems in implementing the B2C method. In this report, the writer also provided the use of LinkedIn as a media for promotion and marketing of translation services provided by Translation Transfer.

1.4 Significances

There were some significances in conducting the Language Industry Internship Program, the significances not only intended to the writer but also to other parties involved such as all the student interns, lecturers of the English Letters Study Program, Universitas Ma Chung and Translation Transfer as the partner company. Hopefully, this report writing can also give significances to the writer and all the students of the English Letters Study Program that will conduct internships in the future. The significances details covered:

1.4.1 For the writer:

1.4.1.1 The internship program gave the writer an opportunity to feel how it feels to be working in a Language industry and how to stabilize the business itself.

1.4.1.2 It gave the writer opportunities to promote himself as a professional worker on the LinkedIn platform.

1.4.2 For the lecturers of the English Letters Study Program and Universitas Ma Chung:

1.4.2.1 This report writing can be a consideration for choosing an exact company partner in the future through the explanations contained in this internship report.

1.4.3 For Translation Transfer:

1.4.3.1 Hopefully, through this internship report, the company can improve to become a better one.

1.5 Operational Definitions of Key Terms

1.5.1 Business-to-Consumer

Type of business that primarily sells products or services directly to individual consumers for their personal use (Yankson, 2023).

1.5.2 LinkedIn

Social media founded in 2002 and officially released on May 5th, 2003, by Reid Hoffman with a mission to connect professionals to become more productive and successful (LinkedIn, 2015).

1.5.3 Promotion

Refers to any type of marketing communication to inform the public about a product or service (McCharty & Perreault, 1964).

1.5.4 Marketing

An activity, institution, and process for creating, communicating, delivering and exchanging offers that have value for customers, clients, partners, and also the wider community.

1.5.5 Social Media

An interactive technology that facilitates the features of creating, sharing, combining content, ideas, interests, and other forms through social networks and communities that utilize users interactively.