

CHAPTER II

ACTIVITIES

2.1 The General Description of The Company

PT. Pratama Transsoftware Inti Bahasa also known as Translation Transfer is a translation company located in Jember, East Java. Established by Zakkyl Fikri Pratama as the Founder and CEO of Translation Transfer on August 29th, 2018. There were several services that Translation Transfer provided, such as document translation, editing, transcription, proofreading, interpreting, subtitling, and others. Also, the services itself covered several field specializations, such as legal, education, game, IT and electronic, finance, and many others.

Translation Transfer is a company that is always committed to innovation, with the intention of not only localizing or just switching to another language. But delivering messages right to the point of the targeted language. So, people can understand the meaning of messages delivered through other languages. Having a strong dedication makes Translation Transfer dedicated to giving their best services for the customers. By having around 50 qualified translators Translation Transfer is able to produce more than 4.000 pages which is equal to 1.000.000 words each month.

Due to its high dedication, only in a few years has, Translation Transfer grown successfully and become a trusted translation company among national and international companies. There are some international companies that trust their

projects to Translation Transfer, such as Google, Microsoft, Netflix, Tencent, L'Oreal and many more. In general, Translation Transfer is a good and well-known translation company to do an internship program with.

2.1.1 The Company's Services

As a company that specializes in the language industry, Translation Transfer provides complete services which of course are related to the language industry. The list below is the services that provides by Translation Transfer:

1. Document Translation: In accordance with the company name, translation is the specialization of this company. Document translation is one of the most guaranteed services that Translation Transfer offers. With their commitment to give high quality translation, they provide certified and experienced translators, reviewers, and proofreaders.
2. Localization Services: Localizing software, game, and website is also one of the services provided by the company. Not only translating but also adjusting to the cultural aspect that may touch the target users as close as possible.
3. Transcription Services: As a company that keeps on track with globalization. Translation Transfer also expanded their business into transcription services.

4. Proofreading: Translation Transfer also provided proofreading services. Through precision accuracy this service prevents crucial errors in important projects.
5. Interpretation Services: To help clients that have limitations in language, Translation Transfer provides interpretation services that can help the clients to communicate spontaneously accurate.
6. Transcreation Services: Translation Transfer also provides transcreation services not only to translate but also to adapt to the targeted language creatively.
7. Subtitling Services: Movies are an addiction for many people and Translation Transfer provides subtitling services to help the viewers enjoy their favorite movies.
8. Editing: In translating, editing is an important aspect to give an excellent result. With their experienced and qualified editors, Translation Transfer provides services of different quality.

2.1.2 The Company's Vision, Mission, & Value

As a company that specializes in the language industry, Translation Transfer developed with the following vision and mission:

1. Provide language services with high quality services.

2. Provide service and technology innovation by using customer satisfaction orientation.
3. Actively involves in connecting the world through communication efficiency.

Align with its vision and mission, these are the following Translation Transfer values:

1. Commitment: The company upholds a commitment to respect each other's colleagues, customers, and other stakeholders to create a harmonious environment.
2. Trust: The company maintains trust. Focuses on customer satisfaction to create long-term partner bonds.
3. Integrity to innovation: The spirit of innovation is embedded in the company. With maximum integrity will always innovate to lead change.
4. Value: The Company respects time and harmonious relationships with all stakeholders. With the promise of providing the best quality with the most efficient simplicity through the integration of technology.

2.1.3 The Company's Logo Philosophy

As a company with a big identity, the following is the philosophy of the Translation Transfer logo:



Figure 1. Translation Transfer logo

1. "T" and "T" are acronyms for Translation Transfer.
2. The green "T" graded in yellow means "translation", the spirit of breaking down language barriers and unifying understanding through translation across language differences.
3. The white "T" means "Technology", which is the spirit of simplifying the problematic needs in life through the integration of technology.
4. The yellow arrow rising towards the top right to form the letter "L" means commitment to innovation, not just translating but localizing, not just transferring language but sending the core message of the source language into the target language.
5. The five-pointed star icon represents the company's five-point values, ACTIVE (Accountability, Commitment, Trust, Integrity to Innovation, and Value).

2.1.4 The Company's Personnel Structure

In the following descriptions, the writer elaborated on the complete structure of positions in Translation Transfer. Here are the following details:

1. Commissioner: In charge of providing advice in all aspects of the company, strengthens company rules, and ensures the accuracy of each project offered to avoid scams.
2. President Director: In charge of setting the company's long-term goals and strategies, making strategic decisions for the company's growth, establishing and maintaining relationships with partners and stakeholders, until supervising the overall performance of the company.
3. Vice-director: Managing the translation process and daily translation operations, managing a team of translators, ensuring translation quality standards, assisting the president director in making strategic decisions, and maintaining good relations with partners and clients.
4. Finance team: Managing the company's finances, monitoring cash flow, analyzing financial reports and reporting the right information to management, until handling client payments.
5. Marketing team: Planning and executing marketing strategies, identifying new market opportunities and developing them, establishing the company's brand and managing marketing campaigns, also communicating with potential clients.
6. IT Team: Manage the company's IT structure, ensuring the security and reliability of IT systems, developing and maintaining the company's website, also providing internal technical support for employees.

7. Project Coordinator: Planning, managing and supervising translation projects, responsible for all aspects of project coordination, organizing translation schedules as well as selecting suitable translation teams, and ensuring the quality of translations.
8. Freelancers: Translating documents, texts and content from one language to another with accurately, investigating field-specific terminology to ensure consistency, using translation and related tools for translation efficiency, collaborating with other teams to improve understanding, understanding cultural nuances to produce relevant translations, managing translation tasks efficiently, also revising and editing translations to ensure optimal quality.

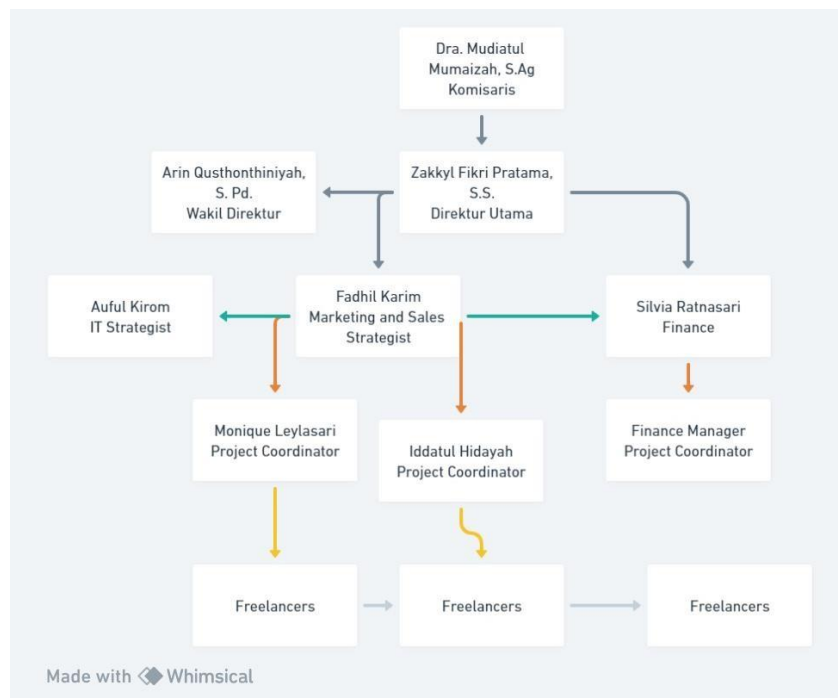


Figure 2. Translation Transfer Personnel Structure

2.2 The Activities

This *MBKM* Internship was originally planned to be conducted fully offline. However, due to the far distance between Malang and Jember, the study program changed its plan to conduct the activities fully online. The internship students are working in Language Laboratory at Universitas Ma Chung while being monitored by the lecturers of the English Letters Study Program. Meanwhile, the advisor from Translation Transfer guided us online via Google Meet from their office in Jember.

2.2.1 August 7th, 2023

In this meeting, the writer and friends did their introduction to the company partner, Translation Transfer which was attended by Mr. Zakkyl Fikri Pratama as the Founder and CEO of Translation Transfer. Mr. FX. Dono Sunardi as the Head of English Letters Study Program and lecture advisor of this internship program also attended the first meeting to introduce us the students to Mr. Zakkyl and delivered some introductory messages.

At this point, the students have not engaged in the internship material yet. They were introducing the company profile, identity, history, company clients, even the managerial system in this company. Mr. Zakkyl also explained what the students will be doing during the internship and some of the company rules that the students must follow. The first meeting went smoothly, and the rest of the internship is in their hands.



Figure 3. August 7th, 2023 Activity

2.2.2 September 15th, 2023

On this date, Mr. Zakkyl, the CEO of Translation Transfer came to visit Universitas Ma Chung. It is the first time for the students and Mr. Zakkyl to meet face-to-face. In this program, because we conducted it online, so the company partner must visit the students at Universitas Ma Chung for at least two meetings. On the other hand, we also must visit the company partner office in Jember for a meeting. The offline

meeting with Mr. Zakkyl mostly discussed business in the language industry. Specifically, it talks more about the business system itself. The meeting with Mr. Zakkyl went well and after that took documentation in front of the lobby.



Figure 4. September 15th, 2023 Activity

2.2.3 October 13th, 2023

On this date, Mr. Zakkyl was back to Universitas Ma Chung to visit the students for the second time. However, this time Mr. Zakkyl not only visited the students but also participated in a seminar that was held by the students' intern. The topic of this seminar was subtitling industries and how Translation Transfers deals with the business. This seminar was attended by all students of the English Letters Study Program class from 2020 until 2023 and the students of 2021 that did internships in

Translation Transfer oversaw the committee. This seminar was conducted for 2 hours, starting from 9 a.m. until 11 a.m.



Figure 5. October 13th, 2023

2.2.4 November 2nd, 2023

At this meeting session, the students continued to discuss the homework with the internship advisor, Mr. Fadhil. The homework itself required the students to find LinkedIn accounts of companies in the language industry. By using the LinkedIn accounts, students have to analyze the types of content that companies usually use to promote their services. After finishing analyzing the contents, Mr. Fadhil explained a little bit to the students about data collection.

Data collecting is part of Translation Transfer big data or recipe to gain clients. As homework, students were asked to keep updating their LinkedIn accounts to optimize the data collection process.

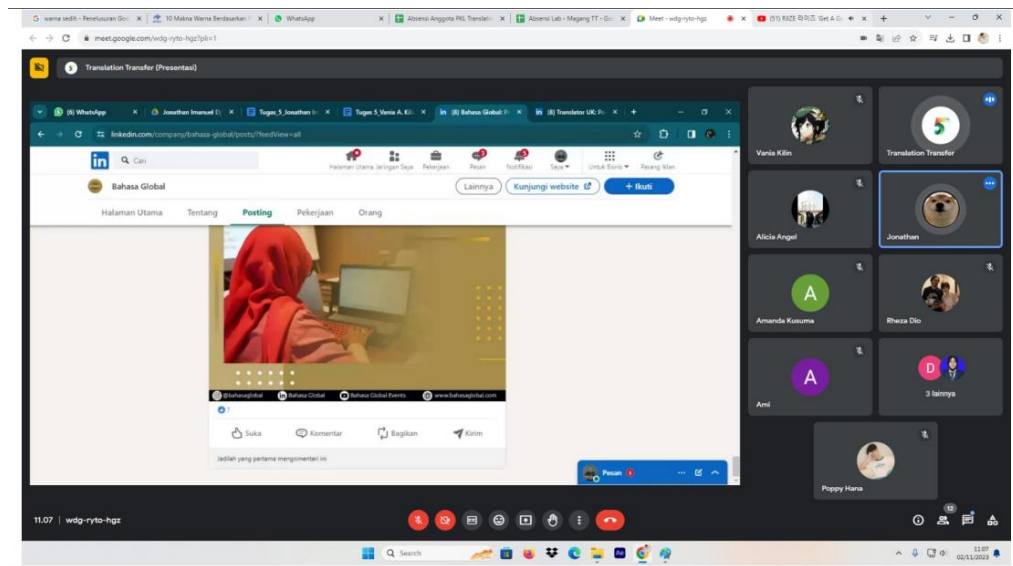


Figure 6. November 2nd, 2023 Activity

2.2.5 November 6th & 7th 2023

After explaining the introduction of data collecting, now the students finally engaged in collecting data by looking for ten companies from various fields that have potential to work with Translation Transfer and this activity covered a two-day meeting. In Translation Transfer there are some criteria that students need to look at. The company that potential to work with Translation Transfer is a company who needs language services for their operation. Such as document translation for business, legal, export or import and many more. If the company fields match the criteria, then students can continue to prospect the data by using LinkedIn.

LinkedIn is a social media platform that Translation Transfer uses to gain more customers. From the collected data, students continued to prospect the data by connecting their accounts with employees that are related to or working in the targeted company. After connecting with the employees, students can continue to promote the Translation Transfer services by Direct Messages (DM) template provided by Mr. Fadhil. Each student was required to choose their own preferred region to collect the data. For the writer himself, he had to find companies in Banten region.

During the process, there are a few problems that the writer found such as some companies do not have a proper website, contact person, and even email. In that case, the writer must move on to another company that meets the criteria given by the translation company.

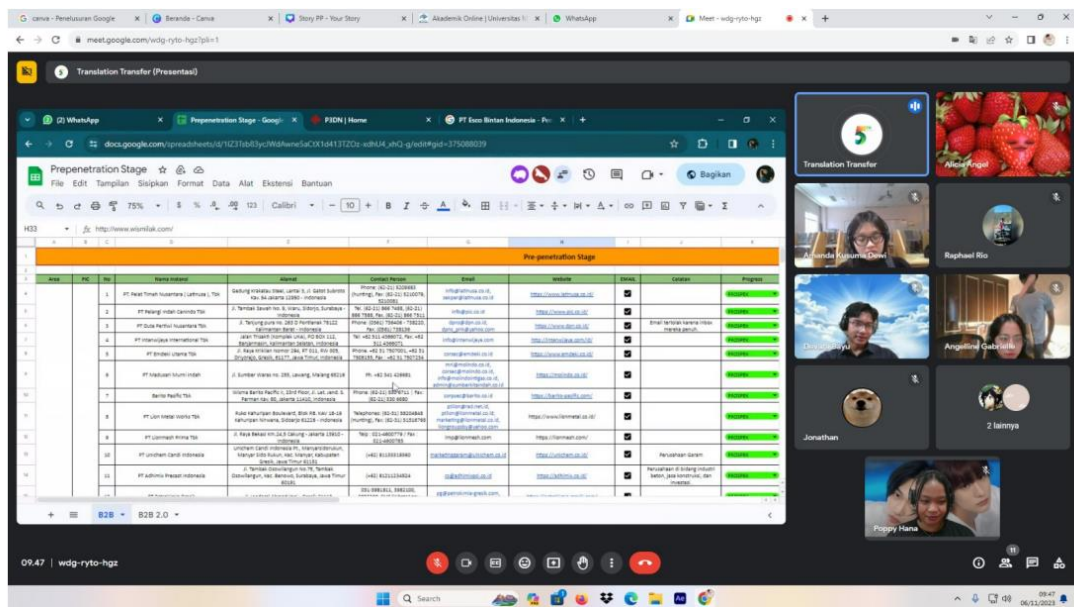


Figure 7. November 6th & 7th, 2023 Activity

2.2.6 November 8th, 2023

The next day, the students continued with the next data collecting activity. After gathering 10 companies from various regions, students with Mr. Fadhil checked the match between the companies' data with the criteria of Translation Transfer. There are some students that need to find more information about another companies, because some of the gathered data was found to be unmatched with the criteria that Translation Transfer has. However, thankfully that the writer does not need to find other companies because the found data was accepted by Mr. Fadhil. Therefore, the writer was able to continue to prospect the data.

The process of data prospecting was meant to offer the services Translation Transfer provides to customers. It was using LinkedIn, as a professional social networking platform to offer Translation Transfer professional services to the professionals that might need it. To promote it, students use profile searches to find customers which were the employees that working in the targeted companies. However, the writer was having difficulties while looking at the employees' profiles. There were a lot of account profiles that were not updated, some of them were even found blank without any description, profile, or even profile picture. These kinds of accounts were anticipated as fake accounts, or the user just does not use it anymore. So, the writer must find another proper account. Mr. Fadhil suggested to look out LinkedIn profiles that have more than 100 connections. Even if it was possible, Mr. Fadhil also suggested

connecting with a person that has an important position such as Manager, Director, even Chief Executive Officer (CEO) company.

Even though the writer found difficulties looking out for proper LinkedIn accounts, it was possible for the writer to connect accounts with the targeted customer. To connect with the customer, Mr. Fadhil reminded the students to provide a greeting message as well as part of a basic attitude to customer.

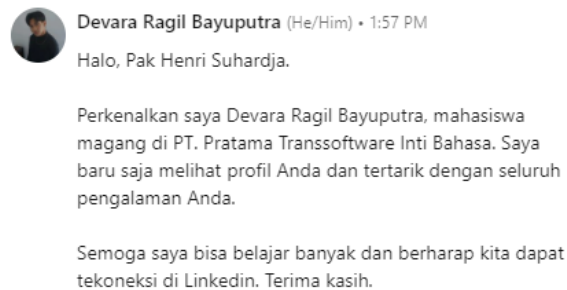


Figure 8. LinkedIn Greeting Messages

However, to offer the product services students need to wait until the customers accept the connection request to send them a message by using Direct Messages (DM) feature. If the customer does not accept the connection request, then there was no other choice but to move on to another LinkedIn account. But if the customer accepts the connection request, then students can promote it. The promotion message used a template message provided by Mr. Fadhil. It consists of greetings, self-introduction, and product promotion. By using this template, students just needed to copy and paste the message from one customer to another customer.

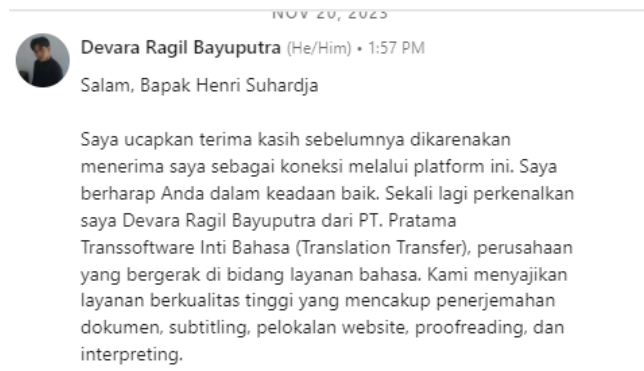


Figure 9. LinkedIn Personal Approach (1)

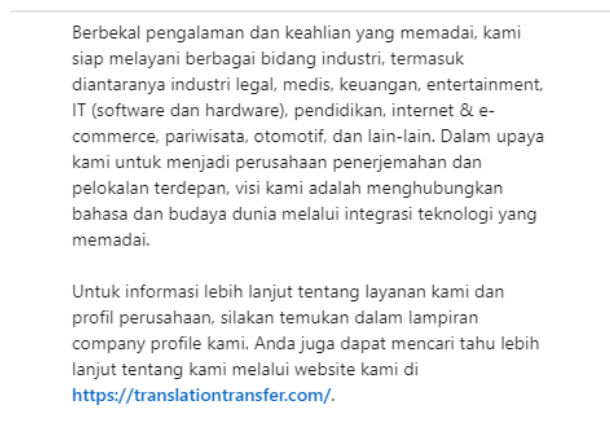


Figure 10. LinkedIn Personal Approach (2)

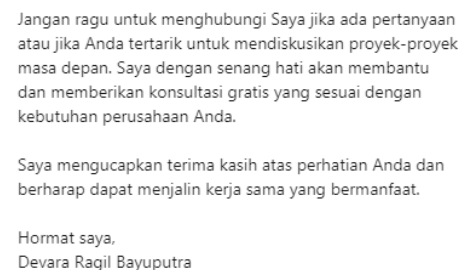


Figure 11. LinkedIn Personal Approach (3)

After finishing with the promotion through DM. Mr. Fadhil instructed students to continue data collecting independently as a homework assignment. The targets are still the same which is look at more than 10 companies.

2.2.7 November 9th – 16th 2023

During these dates, the activities were still the same. Which were data collecting, prospecting, and promoting via LinkedIn through DM. Had the same problems as previous dates earlier with one and other problems outside the internship program. However, on these dates, the writer made one progress compared to another. There was a customer that tends to be interested in promotions made by the writer. The customer was working in a company which exports and imports things from Japan to Indonesia and vice versa. But sadly, the company already had an appointment with another language company. So, the writer just offered to use Translation Transfer when there was another chance.



Devi Tri Oktavia (She/Her) • 2:06 PM

waduh kemarin saya ada kebutuhan terjemah sertifikat MSDS dari jepang ke indo, tapi kayanya sudah di tempat lain deh admin saya yg urus. bisa email ke purchasing@japanpack.co.id atau info@japanpack.co.id up ibu heni .



Devara Ragil Bayuputra (He/Him) • 2:16 PM

Baik Ibu, mungkin jika ada kesempatan atau kebutuhan lain, Anda bisa mencoba layanan dari perusahaan kami. Kami selalu terbuka apabila terdapat kebutuhan yang berkaitan dengan jasa terjemahan, bu. Mungkin kami nanti akan mengirimkan e-mail ke perusahaan Anda untuk penawaran dari jasa kami.

Figure 11. LinkedIn Personal Approach (4)

2.2.8 November 20th – 21st & 23rd 2023

On these dates, the activities are also the same as they were previously. Students did data collecting, prospecting, and promoting through DM. However, as well as the writer, one of the students also made progress by attracting a customer that was interested in Translation Transfer services through the student. The student immediately reported to Mr. Fadhil to be followed up. Yet, until this report is written there is no further news about the update.

2.2.9 November 22nd, 2023

On this day, students took a break from data collecting. But Mr. Fadhil as the mentor gave another task to do. The task required students to write an article which related to Translation Transfer services. Later, this article will be uploaded to students LinkedIn to improve their accounts profile. If students update their accounts with article or posts, it will increase the trustworthiness of their profile. So that the customer who checks their accounts will believe that the LinkedIn accounts are trusted. This would increase the promotion of Translation Transfer.

For this task, the writer chose to write an article that discussed subtitling. Which used a series on Netflix named *Gadis Kretek* as the topic of the article. This article is completely written in Indonesia and Mr. Fadhil gave the students time to finish it in an hour. After the article was completed, Mr. Fadhil checked and discussed it one by one.

If the article found mistakes, then students must revise it before uploading it to LinkedIn. There are some mistakes that the writer made, however it did not take a lot of time to revise it and upload it to LinkedIn account.

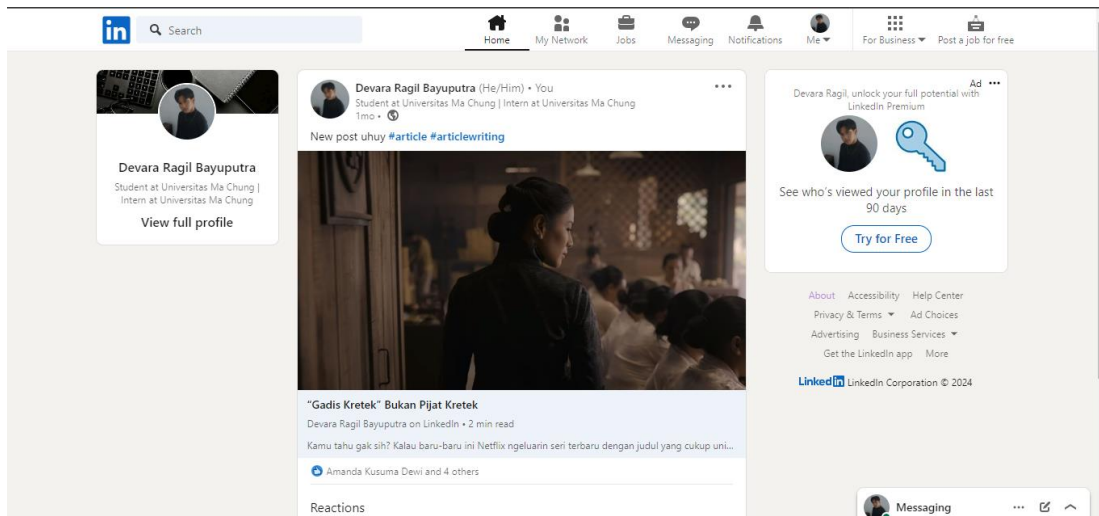


Figure 12. Marketing Article Writing

2.2.10 November 27th, 2023

On this date, the students of the intern program had an opportunity to visit Translation Transfer office in Jember. The participants of this visitation consist of 11 students and 3 lectures from English Letters Study Program. They gathered in at 6 A.M and started to set off for Jember at 7 A.M. It took around 5 hours to get to Jember and we finally arrived at the Translation Transfer office at 1 P.M safely.

Upon our arrival, the employees of Translation Transfer warmly welcomed us in front of the office. Such as Mr. Zakkyl, Mr. Fadhil, and another employee. The participants were invited to immediately enter and gather at the office. Students and

lecturers gather in separate places. The students are gathered with Mr. Fadhil, meanwhile the lecturers are gathered with Mr. Zakkyl. In this meeting, they did not discuss any serious topic. They just shared and had fun together even though the topic discussed it was not an important topic. Like the students, the lecturers and Mr. Zakkyl also did not discuss any serious or important topic. They also just shared and had fun together without thinking about anything important.

The gathering only lasted for 2 hours, at 3 P.M. Due to the limited time, they had to go back to Malang immediately. Before had a goodbye, the participants gave souvenirs to Mr. Zakkyl as a sign of gratitude for having students of Universitas Ma Chung as interns in Translation Transfer and ended the meeting by doing documentation. However, on the way back home, the participants had a traffic jam for hours. It resulted in them arriving at Malang around 11 P.M. But so far, the participants did enjoy the trip.



Figure 13. Visitation to Translation Transfer (1)



Figure 14. Visitation to Translation Transfer (2)

2.3 The Problems

The *MBKM* Internship Program in general was conducted successfully. However, even though it was quite a big success. It does not mean that the program just run smoothly without any problems. There are many problems experienced by students, especially the writer itself. The problems mostly happen during the internship, however there are some problems that the writer also experienced from outside the internship program. The problems experienced by the students and the writer covered:

2.3.1 Internship schedules and durations

Schedules and punctuality are important aspects of the working industry. A lot of people are hanging on the timeliness of their fate. It also should be applied during the MBKM Internship Program. The schedule of this internship program started from 09.30 a.m and ended at 11 a.m. There is no much time just like usual internship, so the time available is supposed to be maximized so it would not be wasted in vain. However, it was not implemented so well. There were often tardiness by the company that delays or cuts the duration of the internship from what it should be. This is quite disadvantageous for the interns because of the time constraints, there are some materials that are left behind and cannot even be discussed further.

Not only that, but there were also several meetings that were canceled unilaterally without confirmation to the interns. This is very disadvantageous because there are interns that must take a long time to get to the campus but when they arrive, the activity is unilaterally canceled.

2.3.2 Problem Between the Writer's Schedule and Internship Schedule

Participating in the MBKM internship program is a golden opportunity obtained by the writer. Therefore, the writer did not hesitate to participate in these

activities to deepen knowledge and experience. However, in fact, the writer found problems in optimizing his personal schedule with the internship schedule that had been scheduled.

During the activity period, the writer not only participated in the MBKM internship program, but also participated in the student staff program on campus which was quite time-consuming. This activity was followed by the writer at the same time although in different durations. This resulted in a large amount of work for the writer and reduced the effectiveness of the writer at work.

2.3.3 Problem During Data Collecting Process

Data collecting is a fundamental process to implement B2C method used in Translation Transfer. This method itself is used by searching for information or company websites in Indonesia via the internet that require language industry services in company operations. The data that has been collected will later be continued to be prospected and if it matches the company's criteria, it will be continued for promotion using the LinkedIn platform.

However, there were some problems encountered by the writer during these activities. There are many companies that have websites that are not proper. Such as not having a contact number that can be reached, e-mail, and others. Even some company websites that are not neat gave the impression of a company that was not proper to work with. It is not a little that the writer even had to look for alternative

companies in other areas because he ran out of the list of companies in the previous area.

Entered the prospecting part, which was to search for LinkedIn accounts of employees from the companies that had been collected. This is being done to promote Translation Transfer services directly to customers. However, prospecting is not as easy as it seems. That is because many LinkedIn accounts are not proper as if they were newly created or even abandoned because they are no longer used. This caused the writer to have to move to find another LinkedIn account. The writer also experienced problems due to limited access to LinkedIn and was required to subscribe for further access. This caused the writer's progress to be stalled for a while due to limited account activity.

2.3.4 Problem During Implementing B2C Method

Business-to-Consumer (B2C) is a marketing method used in Translation Transfer. This method uses consumer needs and emotional conditions referred to their needs. In using this method, the writer must understand the consumer condition of their needs, so that the writer needs to approach the consumer directly either using content or messaging the consumer directly to offer the services.

However, during its process, it was not an easy thing to do. The writer had difficulty understanding the consumer because it did not give any significant

development through its process. Some of the targeted consumers showed indications of uninterested of the offered services.