

CHAPTER II

INTERNSHIP ACTIVITIES

2.1 General Description of the Company

Translation Transfer is a language agency located in Perum Puri Bunga Nirwana 2 RT 4/ RW 17, Cluster I Gusti Ngurah Rai No. 17, Kabupaten Jember, East Java, Indonesia. On August 29th, 2018, Translation Transfer was founded by Zakkyl Fikri Pratama. The company's director is Zakkyl Fikri Pratama himself assisted by Arin Qusthonthiniyah as a vice director. The company is growing at a rapid pace. They currently employ over 50 professional translators with the capacity to translate 4.000 pages or equivalent to 1 million words in a month.

As a leading language service company, Translation Transfer has assisted language needs for various world-class companies such as Microsoft, Google, Puma, Amazon, Alibaba.com, Hewlett Packard Enterprise, P&G (Procter and Gamble), and Etex Group. Translation Transfer provide various language services such as Transcription, Localization, Interpreting, Subtitling, Transcreation, Proofreading & Editing, and Document Translation.

Their translators are knowledgeable of the target and source language and are equipped with state-of-the-art technology namely CAT Tools (Computer Assisted Translation) which has several main functions to facilitate their translation process. First, CAT Tools have Translation Memory (TM) functionality, which is useful for storing all translated results. Words, phrases, or sentences saved in TM can automatically suggest translations when the same words or sentences reappear, enhancing work efficiency and productivity. Second, CAT Tools have Termbase functionality, a feature that allows their translators to store glossaries or

specific terms along with their contextual explanations, ensuring the consistency of translations. Third, CAT Tools have Desktop Publishing (DTP) functionality, the ability to extract various types of documents and maintain the original document format so that the final translation output matches the layout of the original document. Translation Transfer utilize several CAT Tools, including SDL Trados, MemoQ, Memsource, XTM Cloud, Wordfast, Smartcat, Matecat, and many more.

Translation Transfer possesses notable experience in guiding students participating in internship programs at their establishment. Annually, numerous universities, including Universitas Ma Chung, invite their students with a keen interest in translation to pursue internships at Translation Transfer.

In the essence of any brand, a logo serves as the visual embodiment of their core philosophy. Translation Transfer's logo is no different with their meaningful logo:



Figure 1 Translation Transfer company logo

"The dual 'T,' standing for Translation Transfer, encapsulates a profound philosophy within their logo. The green-to-yellow gradient in the 'T' signifies their dedication to 'translation,' embodying the spirit of breaking language barriers and fostering understanding across linguistic differences. The white 'T' embodies 'Technology,' reflecting their commitment to simplifying life's complexities through technological integration. The upward-pointing yellow arrow forming an 'L' represents their commitment

to innovation—not just translating but localizing, not merely transferring language but delivering the core message from the source language to the target language."

2.1.1 Organizational Structure of Translation Transfer

The team is led by Zakkyl Fikri Pratama, who is the CEO. He is assisted by Arin Qusthonthiniyah, the Deputy Director. The team is divided into three departments: IT, Marketing and Sales, and Finance. Aful Kirom is the IT Strategist, Fadhil Karim is the Marketing and Sales Strategist, and Silvia Ratnasari is the Finance Strategist. Monique Leylasari is the Project Coordinator, and she is assisted by Iddatul Hidayah. There are also a number of freelancers who work in the company.

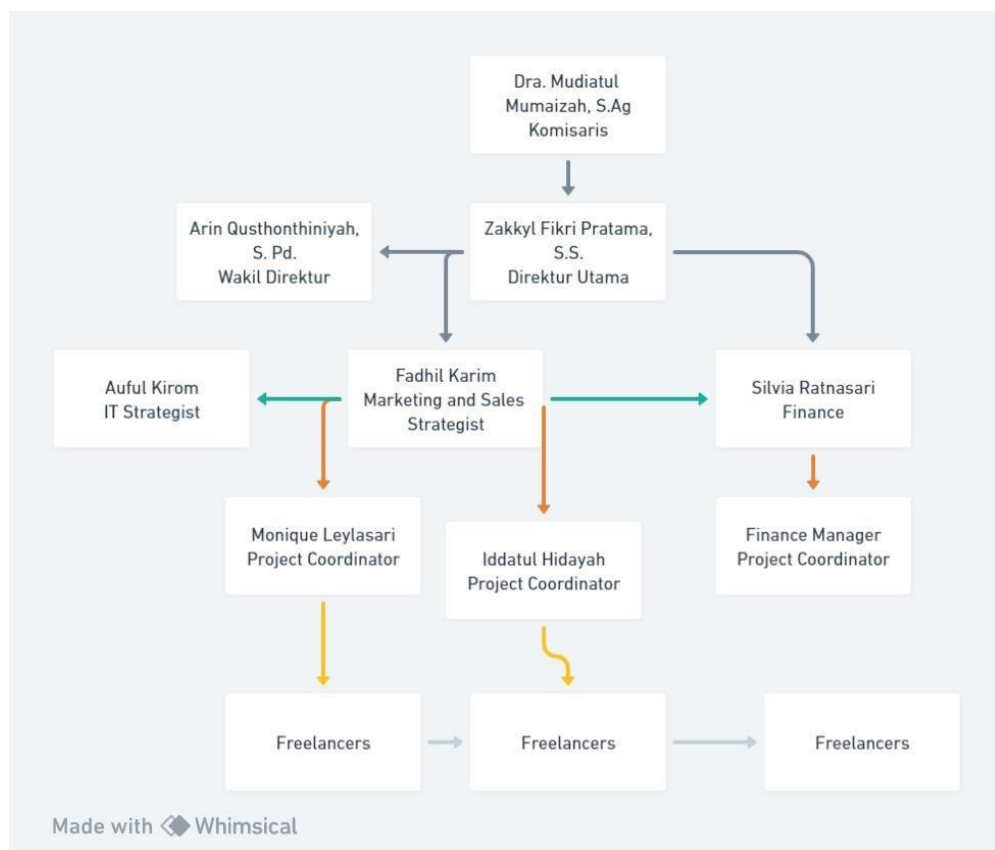


Figure 2 Translation Transfer organizational chart

2.2 The Activities

a) August

In August, I delved into a multifaceted learning journey encompassing translation, creative writing, copywriting, and marketing. Beginning with an introduction to the Translation Transfer system and historical context, I transitioned into exploring creative writing techniques for market share translation, culminating in a pre-test under Mr. Fadhil's guidance.

Date	Activity
07-08-23	Introduction to the system and history of Translation Transfer
08-08-23	Introduction to creative writing material and market share translation
09-08-23	Pre-test creative writing with Mr. Fadhil
10-08-23	Introduction to copywriting
11-08-23	Persuasive text assignment review + Introduction to copywriting formula
14-08-23	Persuasive text assignment review + copywriting formula assignment review
15-08-23	Introduction to FAB formula in copywriting
16-08-23	Introduction to Psychological Triggers in copywriting
18-08-23	Workshop: Legal text translation

21-08-23	Content writing
24-08-23	Writing persuasive article
25-08-23	Introduction to click through rate + clickbait in marketing
28-08-23	Persuasive article review
29-08-23	Analysing peer's persuasive article
30-08-23	Introduction to implementation of AIDA marketing formula in an advertisement video
31-08-23	Advertisement video script review + Quizziz test: correcting headlines

b) September

In September, I engaged in a series of activities centered around translation, mentorship, and peer review. The Quizziz test provided an opportunity to assess my understanding of the material, followed by an introduction to a new mentor, Mr. Zakkyl, and the use of Computer-Assisted Translation (CAT) tools. Reviews of Google document translations and discussions on style guides and various translation techniques further deepened my understanding.

Date	Activity
1-09-23	Quizziz test review
4-09-23	Introduction to new mentor (Mr.Zakkyl) + Introduction to CAT tools
5-09-23	Review of Google document translation
6-09-23	Review of Google document translation

7-09-23	Introduction to style guide + 18 translation techniques
8-09-23	Review of Google document translation
11-09-23	Peer assessment of Google document translation in Microsoft Excel
12-09-23	Discussing results of the peer assessment in Microsoft Excel
15-09-23	First offline meeting with Mr.Zakkyl + Business experience sharing
18-09-23	Continuing Google document translation assignment
19-09-23	Introduction to translation strategies
20-09-23	Discussing results of the peer assessment in Microsoft Excel
21-09-22	Review of Google document translation
22-09-23	Continuing Google document translation
25-09-23	Peer assessment of Google document translation in Microsoft Excel
27-09-23	Review of Google document translation

c) October

During this period, I focused on refining my translation work and expanding my understanding of the translation services market. I learned about document layouting techniques. Additionally, I gained insights into the market value and market share of translation services, with an introduction to platforms like ProZ.com and LinkedIn for networking and professional development. Optimizing my LinkedIn profile became a priority, enhancing my online presence for potential clients and colleagues. Collaborative sessions with Mr. Fadhil involved analyzing social media accounts of translation services, providing valuable insights into effective marketing strategies. Furthermore, a seminar on subtitle translation offered a comprehensive look into the subtitling process.

Date	Activity
2-10-23	Tidying up Google document translation results
3-10-23	Google document layouting
4-10-23	Introduction to market value of translation services
5-10-23	Introduction to translation services market share + introduction to ProZ.com website
6-10-23	Introduction to LinkedIn
9-10-23	Optimizing LinkedIn profile
10-10-23	Optimizing LinkedIn profile
12-10-23	Analyzing translation service's social media accounts with Mr.Fadhil
13-10-23	Subtitle translation seminar: ins and outs of a subtitling process
16-10-23	Review of our analysis in translation service's social media accounts
18-10-23	Continuing the review with another group
18-10-23	Introduction to marketing funnel
19-10-23	Introduction to branding in marketing
20-10-23	Introduction to branding: finding our spirit animal + finding our choice of celebrity with a strong personal branding
23-10-23	Presenting our celebrity choice who possess strong personal branding + making a CV
24-10-23	Presenting our celebrity choice who possess strong personal branding + reviewing our CV
25-10-22	Reviewing our CV
26-10-23	Optimizing LinkedIn profile

d) November

During this period, I focused on the pre-penetration stage of marketing our translation services, particularly targeting prospective companies in various regions of Indonesia, such as East Java, East Jakarta, Aceh, and East Nusa Tenggara. I systematically reviewed and assessed potential clients in these areas, likely considering factors such as their industry, language needs, and business objectives.

Date	Activity
1-11-23	Translation Business Marketing Analysis on LinkedIn
2-11-23	Translation Business Marketing Analysis on LinkedIn
6-11-23	Pre-penetration stage: finding prospective companies to offer translation services
7-11-23	Review of prospective companies to offer translation services
8-11-23	Pre-penetration stage: finding prospective companies to offer translation services in East Java
10-11-23	Review of prospective companies to offer translation services in East Java
13-11-23	Review of prospective companies to offer translation services in East Java
14-11-23	Pre-penetration stage: finding prospective companies to offer translation services in East Java
11-11-23	Continuing to translate an assistant app
15-11-23	Pre-penetration stage: finding prospective companies to offer translation services in East Java
16-11-23	Pre-penetration stage: finding prospective companies to offer translation services in East Jakarta
20-11-23	Review of prospective companies to offer translation services in Aceh

21-11-23	Review of prospective companies to offer translation services in East Nusa Tenggara
22-11-23	Review of prospective companies to offer translation services in East Nusa Tenggara + Writing LinkedIn article regarding Translation Transfer's services
23-11-23	Review of prospective companies to offer translation services in East Nusa Tenggara + Review of the LinkedIn article regarding Translation Transfer's services
29-11-23	Review of prospective companies to offer translation services in East Nusa Tenggara
30-11-22	Contacting prospective companies to offer translation services through LinkedIn

e) December

In the final phase, I executed my marketing strategy by reaching out to prospective companies through LinkedIn to offer translation services. This direct approach aimed to establish connections and showcase my expertise in the field. Additionally, I conducted analyses using Google Trends, likely to gain insights into market trends and further refine my marketing efforts. As I wrap up this period, it marks the culmination of my proactive approach towards expanding our client base and leveraging digital tools for business growth.

Date	Activity
5-12-23	Contacting prospective companies to offer translation services through LinkedIn + Analysing Google Trends
7-12-23	Farewell

Here is detailed information about the projects held in Translation Transfer during my internship tenure:

1. Marketing Articles

Boots Anti-Cedera Agar Kaki Sehalus Sutra

Penulis: Jonathan Imanuel Djivandono



Cedera kaki adalah cedera yang paling umum. Ribuan orang mengalami cedera kaki di tempat kerja setiap tahunnya dan beberapa di antaranya mengalami cedera yang fatal. Departemen Tenaga Kerja AS melaporkan bahwa cedera kaki dan pergelangan kaki mencakup 10 persen dari 12 juta cedera yang terkait pekerjaan setiap tahunnya.

Beberapa cedera kaki paling umum yang terjadi di tempat kerja, di antaranya:

Lokalisasi Website Anti Emosi



Di era digital seperti saat ini, perkembangan teknologi mempengaruhi banyak sektor terutama bisnis. Untuk Anda yang ingin melebarkan sayap bisnis Anda, merubah strategi pemasaran hingga global adalah cara yang pasti. Anda perlu menemukan pasar baru untuk bisnis Anda. Untuk hal ini yang terpenting adalah produk Anda dapat diterima dengan baik di pasar target. Konsumen harus mengerti apa produk Anda dan mengapa itu menarik bagi mereka, disinilah lokalisasi bekerja secara penuh.

Menerjemahkan dan melokalkan konten Anda selain membuka pasar baru sehingga meningkatkan pendapatan, hal itu juga sebagai keunggulan kompetitif. Jika situs web Anda sulit dipahami oleh konsumen, maka mereka akan kesulitan dalam mencari informasi yang mereka inginkan, dan akhirnya konsumen akan meninggalkan situs web Anda, mereka tidak ingin effort jika situs web Anda terkesan tidak serius dalam menjangkau pasar mereka. Hal ini tentunya akan memengaruhi bisnis Anda secara negatif.

Menurut teori perilaku konsumen, orang yang mengunjungi situs web dalam bahasa mereka sendiri lebih cenderung untuk melakukan pembelian. Studi tersebut juga menemukan bahwa orang yang mengunjungi situs web dalam bahasa mereka sendiri menghabiskan lebih banyak waktu di situs tersebut dan lebih cenderung untuk kembali ke situs tersebut di masa mendatang.

Setelah mengetahui pentingnya lokalisasi situs web, tentunya Anda ingin mencari perusahaan yang mampu menyediakan jasa tersebut. Di Translation Transfer kami berkomitmen untuk menangani seluruh jenis pelokalan situs web. Kompetensi kami terhadap proyek-proyek ini sudah terbukti. Kami melokalisasi secara komprehensif untuk memastikan bahwa setiap bahasa yang kami sesuaikan, aspek budaya pengguna disentuh dengan tepat. Untuk sedekat mungkin dengan target pengguna, kami berusaha

Figure 3 Persuasive Articles

Throughout the internship we were taught to make compelling marketing texts. Mr. Fadhil led the project, and he taught us valuable proven marketing formulas. Emphasizing the AIDA (Attention, Interest, Desire, Action) model, I learned to construct messages that capture attention, pique interest, generate desire, and drive the desired action from the audience. The FAB (Features, Advantages, Benefits) formula became a fundamental tool, guiding me to dissect products into distinctive features, communicate their advantages, and articulate the tangible benefits for consumers. Exploring the marketing funnel, I gained insights into the customer journey stages which are, awareness, interest, consideration, intent, and finally, conversion. Copywriting techniques were also a focal point, guiding us on how to articulate persuasive and engaging messages that resonated with our target audience. This hands-

on approach not only enhanced my proficiency in marketing but also allowed me to explore the intricate world of copywriting, blending creativity with strategic communication.

As shown in Figure 3 above, I have written articles about various fictional products and advertised them. We implemented various marketing formulas into our advertisements. As an example, I have created an advertisement promoting a fictional boots brand. In the advertisement I implemented a catchy and rhymed clickbait title to add a playful element and engage consumers to read my advertisement. I also followed a structured copywriting anatomy to effectively communicate messages and drive desired actions. It commences with a compelling headline, designed to immediately engage the audience. The body elaborates on features, advantages, and benefits, addressing audience needs persuasively. It includes a problem that consumers might experience and immediately provide a solution by purchasing the product advertised. Next, a clear and compelling call to action (CTA) prompts specific actions, in my advertisement I used a special discount for first-time buyers to persuade them into action.

In conclusion, this project has armed me with the knowledge to connect with audiences, solve their problems, and drive results through the power of effective marketing and copywriting. This journey has not only refined my writing skills but has instilled in me a profound understanding of the art and science of influencing consumer behavior.

2. Translating Google News Initiative Design Accelerator Playbook with CAT Tools

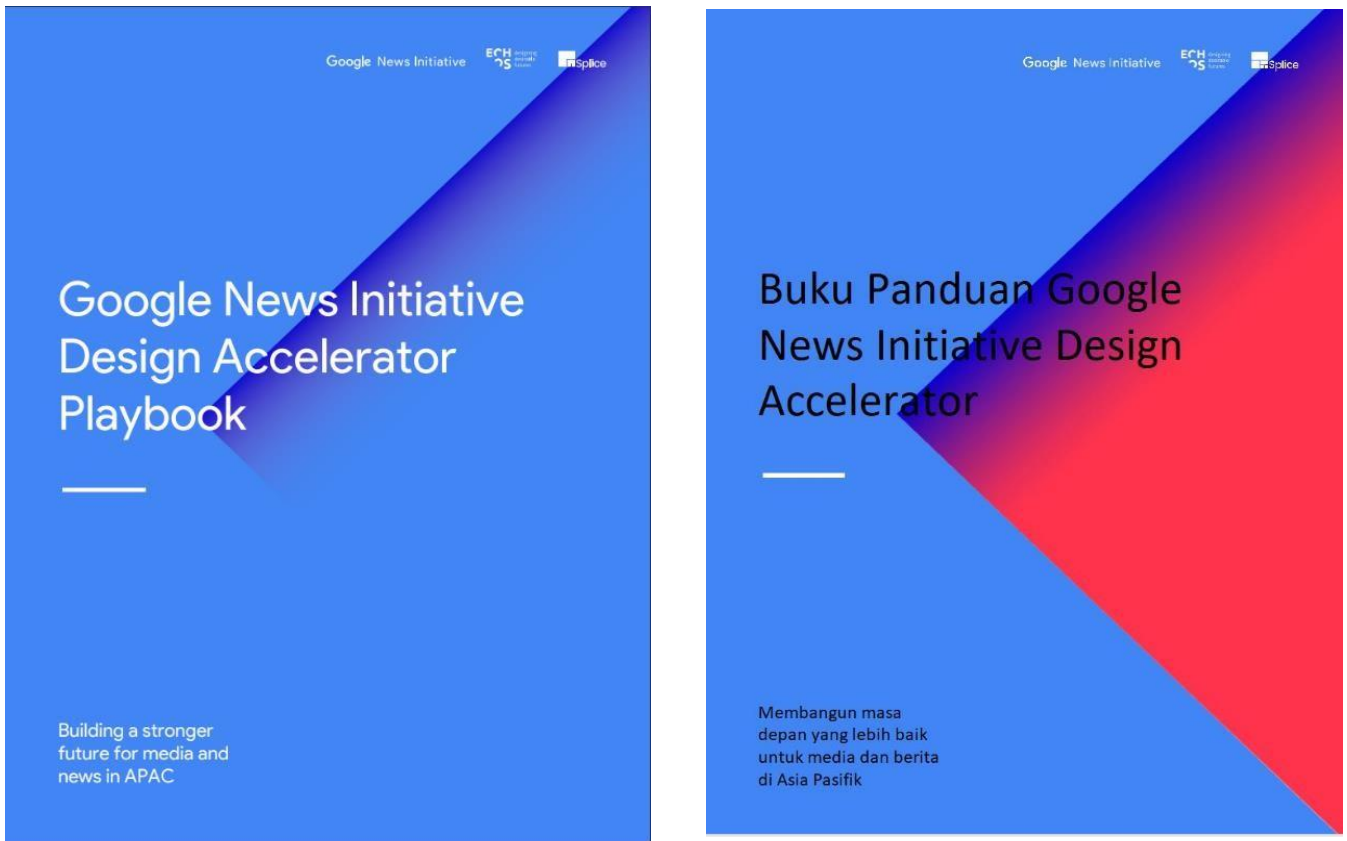


Figure 4 Translated Document (right)

September 4th, 2023 marks the beginning of this project. Led by Mr. Zakkyl we were tasked with Translating the Google News Initiative Design Accelerator Playbook using SDL Trados. The Google News Initiative Design Accelerator Playbook was a previous project completed by Translation Transfer, but interns were given the opportunity to reenact the project while being guided by Mr. Zakkyl. The project commenced with an introduction to SDL Trados, underscoring its pivotal role as the primary tool for translating the playbook. However, the training was brief, offering a foundational understanding without delving into an in-depth exploration of the tool's capabilities.

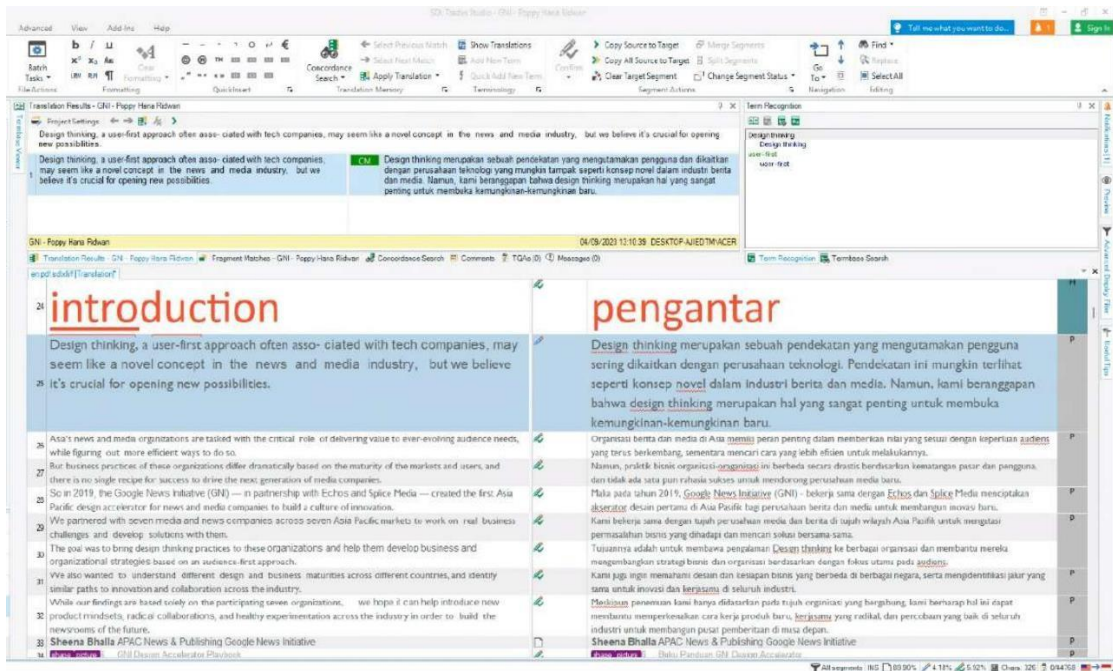


Figure 5 Translating source to target language using SDL Trados

The project introduced us to the complexities of translating content with specialized terminologies, posing a steep learning curve. The Google News Initiative Design Accelerator Playbook covered diverse topics ranging from user experience (UX) design to interactive storytelling. Translating this content not only demanded linguistic proficiency but also a deep understanding of design principles.

One of the unique aspects of this project was the inclusion of a peer assessment role. We were expected to act as reviewers in the translation project. This required us to not only grapple with challenging terminologies but also critically evaluate and provide feedback on our peers' work. We utilize Microsoft Excel as a tool to review our peers' work. The assessment includes reviewing each target language segment and making suggestions if any errors were found. Next, we must classify these errors into one of seven categories such as, accuracy, fluency, terminology or style errors. Finally, we determine the severity of the error, it can be neutral, minor, major or critical. This

dual responsibility fostered a collaborative environment, promoting mutual learning and improvement.

GTE LOCALIZE'S LQA FORM												
Reviewer										Automated check		Translator
File name	Segment	Source	Target	Suggested target	Error category	Severity	Comments	Error report	Agree?	Comments	Agree with TT	New error c
450	451	Challenge/Problem definition	Menentukan tantangan/masalah	55								
452	452	Pre-define the challenge.	Tentukan tantangannya terlebih dahulu.									
453	453	Before starting, it's good practice to set the challenge (the How Might We tool can help with this).	Sebelum memulai, alangkah baiknya untuk menatakn tantangan (perangkat Bagaimana Cara Kita akan dapat membantu hal ini).									
454	454	Tailor your challenge according to the geographical region, taking into account social and cultural aspects.	Sesuaikan tantangan Anda berdasarkan wilayah geografis berikut aspek sosial dan budayanya.									
455	455	Define the problem in advance.	Tentukan masalahnya di muka.	Tentukan masalahnya terlebih dahulu.	Accuracy	Neutral	Alternatif	Ready!				
456	456	Hold a brainstorming session to establish what the most important or urgent problem is.	Lakukan sesi tukar pikiran untuk menentukan masalah yang paling penting dan mendesak.	Adakan sesi carah pendapat untuk menentukan masalah yang paling penting dan mendesak.	Accuracy	Minor	Alternatif	Ready!				
457	457	User Research	Riset Pengguna									
458	458	Prepare a set of questions to use for field research in advance and print them in a document.	Buat dokumen cetak yang berisi kumpulan pertanyaan yang telah disiapkan yang digunakan untuk riset lapangan awal.									
459	459	Make sure you get outside the building and actually talk to people!	Pastikan Anda berada di lapangan dan berbicara dengan orang!									
460	460	Commitment	Komitmen									
461	461	Block five full days of the calendar for the entire sprint.	Gunakan lima hari penuh dalam kalender untuk melaksanakan keseluruhan sprint.									
462	462	The quality of work depends on the team's commitment.	Kualitas kerja bergantung pada komitmen tim.									
463	463	Involvement of leadership	Keterlibatan kepemimpinan									
464	464	Inveive leadership.	Libatkan kepemimpinan.									

Figure 6 Reviewing source to target language using Microsoft Excel

While the lack of a translation background made the project demanding, it served as an introduction to the intricacies of translation work. Mr. Zakkyl's guidance, coupled with the hands-on use of SDL Trados, facilitated a gradual understanding of the tool's functionalities.

October 3rd, 2023 marks the end of this project. We finalize the project by tidying up the layout of the document to match its source file. The project underscored the importance of perseverance and collaboration in overcoming challenges, laying the foundation for future growth in the field of translation. Overall, the experience, despite its difficulties, provided valuable insights into the practicalities of translation work and the importance of supportive teamwork in navigating unfamiliar terrain.

3. Subtitling Seminar: Penerjemahan Takarir Seluk Beluk dan Prosesnya



Figure 7 Seminar PowerPoint presentation (left), committee members (right)

October 13th, 2023, interns were involved in taking on a pivotal role as part of the steering committee for Mr. Zakkyl's seminar on subtitling. This seminar covered a broad spectrum of topics within the field, offering valuable insights into subtitle translation. The scope of discussion encompassed fundamental aspects such as understanding subtitle translation, exploring general terms applicable in the translation of subtitles, assessing the market value, and prospects of subtitle translation, delving into essential considerations in subtitling, and identifying key players in this service.

Notably, the seminar was conducted in a hybrid format, catering to both offline and online participants. As a committee member, I assumed the responsibility of managing the online segment of the event through the Zoom online meeting platform. This role involved not only ensuring a seamless virtual experience for online participants but also actively engaging with them to facilitate their understanding and participation in the seminar.

The first part of the lecture covered an overview of the basics of subtitle translation. The purpose of this section was to acquaint participants—both online and offline—with the fundamental ideas and theories that underpin subtitle translation. Before getting too detailed, the session covered several general phrases and norms that

are frequently used in subtitle translation. The purpose of this segment was to provide participants with the industry-specific vocabulary and terminology they would need to communicate effectively in the field. Subsequently, Mr. Zakkyl gave his assessment of the state of the industry and its future potential for subtitle translation. The need for subtitle translation services, prevailing market trends, and prospective industry growth prospects were all explained to the participants. The next segment focused on practical considerations in subtitling. It explored the nuances of the craft, including linguistic challenges, cultural sensitivities, and technical specifications. Participants learned about the intricacies of creating subtitles that are not only accurate but also culturally appropriate. The seminar concluded by identifying and discussing key players in the subtitle translation service such as, Vitac, Zoo Digital, 3Play Media, and Telestream. This section shed light on these companies that significantly contribute to the development and advancement of subtitle translation.

Being in charge of the online participants on Zoom required effective communication and technical proficiency. In addition to creating an inclusive online environment where users could connect and learn, I had to easily traverse the platform and troubleshoot any potential issues. The dynamic task of meeting the demands of both physical and online guests called for flexibility and swift decision-making.

To sum up, my entire experience on October 13, 2023, went beyond simple attendance, it included actively participating as a member of the steering committee. In addition to expanding my knowledge of the nuances of subtitle translation, this position gave me insightful knowledge about event management, particularly in the setting of a hybrid seminar. Overseeing the Zoom online component imposed an additional degree of accountability, highlighting the significance of efficient communication and technical proficiency.

4. LinkedIn Profile Optimization & Finding Prospective Companies

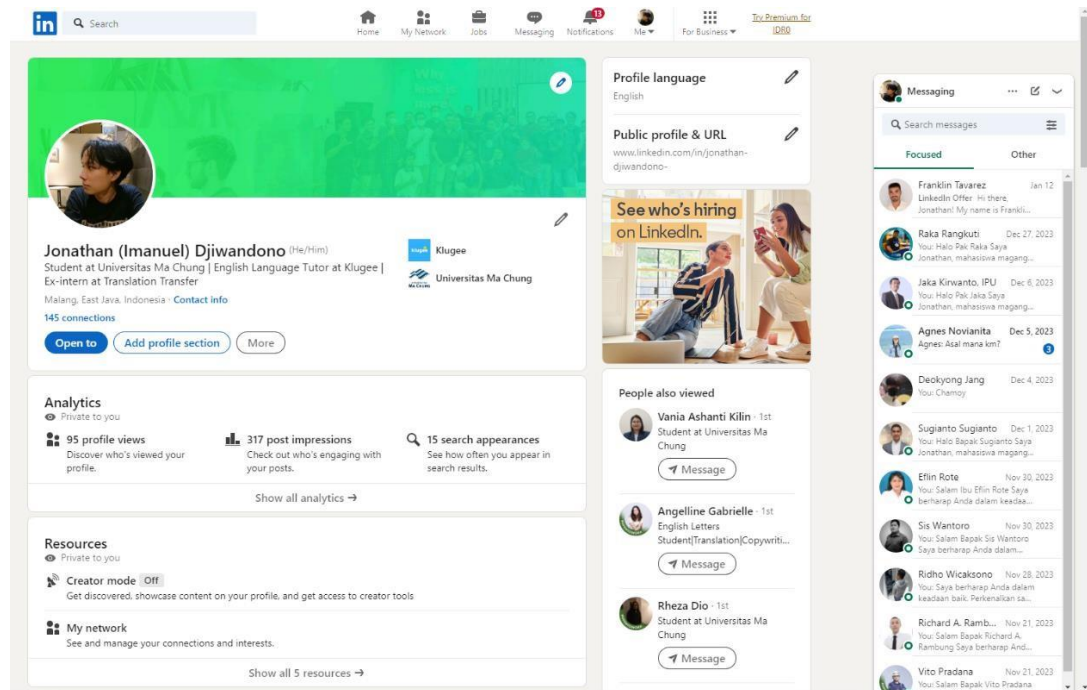


Figure 8 Optimized LinkedIn profile

Throughout the internship, we were taught the importance of having a LinkedIn profile to help aid us on our professional journey. Mr. Fadhil led this project with the intention of giving us insight into the world of networking. In the process of optimizing my LinkedIn account, I learned how to meticulously curate a professional image by crafting a compelling headline and a succinct, informative summary that spotlighted my skills and career trajectory. I strategically highlighted my skills in English language teaching, meticulously detailing my current job responsibilities and contributions in an English course agency. I ensured that my job descriptions not only reflected my roles at the present workplace but also encapsulated the valuable experiences gained during my internship at Translation Transfer. By blending my proficiency in teaching with my translation expertise, I curated a profile that showcased a diverse skill set. During this training we were also taught to post our previously made persuasive articles addressing

pertinent topics in the fields of education and translation, this serves as a cornerstone for our engagement strategy. Leveraging features like recommendations and media uploads also added depth to my profile, emphasizing the practical application of my skills..

After our profile was complete, we were also taught to actively build a diverse and meaningful network. We utilized the Alumni tool to connect with professionals from Ma Chung. Next, we proactively send thoughtful messages by reaching out to connections we intend to connect with. We also actively engage with content by liking, commenting, and sharing posts from our network. We were given a target to reach, which was to reach 100 connections in our LinkedIn profile, before the end of the project. By utilizing the methods above, we were able to reach the goal way before the deadline.

The lesson in networking was a precursor to our project of finding prospective companies. We strategically harnessed the power of our LinkedIn skills to initiate meaningful connections with professionals operating within targeted companies. To commence this endeavor, we meticulously selected a specific region for our focused outreach, I was responsible for East Nusa Tenggara, East Jakarta and Aceh region. From these regions I have accumulated 100 company data and 25 LinkedIn connections. Our aim was to identify prospective companies that would greatly benefit from the language services offered by Translation Transfer. Our initial phase involved comprehensive data collection, delving into crucial details such as company names, physical addresses, contact numbers, email addresses, and, notably, their online presence through websites.

9	Borneo Bakery Dan Kafe	Jl.Sudirman No.162 A, Kupang, Nusa Tenggara Timur	Telp: 0380-812756,83147	info@borneobakery.co.id	https://kupangku.com/bisnis-kejuruan/berita/36869-borneo-bakery/	<input type="checkbox"/>						
10	Dejahtera Group	Jl. Jenderal Sudirman No.19, OMRN, KEC. KOTA RAJA, Kota Kupang, Nusa Tenggara Tim	Telp: +62 812 4305 4333	ppos021@gmail.com	https://kupangku.com/bisnis-kejuruan/berita/36869-borneo-bakery/	<input type="checkbox"/>						
11	Lily's English Community	Jl. Lalamerthi, Kupang, Oeufu, Deobobo, Kupang City, East Nusa Tenggara 85111	Telp: +62812382331	sudamily@gmail.com	https://kupangku.com/health-and-wellness/pulsa-analisis-community/	<input type="checkbox"/>						
12	Dive Kupang Dive	Jl. W.L. Lalamerthi, Oeufu, KEC. Deobobo, Kota Kupang, Nusa Tenggara Tim.	Telp: +628123980107	info@divekupangdive.com	https://kupangku.com/bisnis-kejuruan/berita/36869-borneo-bakery/	<input type="checkbox"/>						Donovan Whitford https://www.linkedin.com/in/donovanwhitford/
13	Blessing Pet Care & Shop	Jl. Pulau Indah, Oeufu, KEC. KIP, Kota Kupang, Nusa Tenggara Tim. 85218	Telp: +628123740054	blessingpetcareandshop@gmail.com	https://kupangku.com/bisnis-kejuruan/berita/36869-borneo-bakery/	<input type="checkbox"/>						
14	Pot Kupang	Jalan R. W. Monginidi III Patululi Lima, Jl. R. W. Monginidi III No.81, Patululi, KEC. Deobobo, Kota Kupang, Nusa Tenggara Tim.	Telp: 0380833820	kupangpot@gmail.com	https://kupangku.com/bisnis-kejuruan/berita/36869-borneo-bakery/	<input type="checkbox"/>						87m Kats https://www.linkedin.com/company/87m-kats/
15	Suara Kupang FM	Nalikten I, Kota Raja, Kupang City, East Nusa Tenggara 85142	Telp: 03808451282	suarakupangfm@gmail.com	https://kupangku.com/bisnis-kejuruan/berita/36869-borneo-bakery/	<input type="checkbox"/>						Supranie Shrita Cornelia Announcer https://www.linkedin.com/in/supranieshrita/
16	Victory General Daily News	Jalan CHR Mozoy No.17A, KIP, Lima, KEC. KIP, Lima, Kota Kupang, Nusa Tenggara Tim. 85228	Telp: 0380823278	redaksi.v@gmail.com	https://kupangku.com/bisnis-kejuruan/berita/36869-borneo-bakery/	<input type="checkbox"/>						Nickson Heahere Jurnalists Victory News https://www.linkedin.com/in/nicksonheahere/
17	Timor Mitra Niaga	Jalan Jenderal Sudirman No.19 Lantai 2 Kuaning, Patululi, KEC. Deobobo, Kota Kupang, Nusa Tenggara Tim.	Telp: 0380832887	timor_mitraniaga@yahoo.com	https://kupangku.com/bisnis-kejuruan/berita/36869-borneo-bakery/	<input type="checkbox"/>						Timor Mitra Niaga pt perkebunan at timor mitraniaga pt https://www.linkedin.com/company/timor-mitraniaga-pt/

Figure 9 Company data collection sheet

Armed with this extensive dataset as seen in Figure 9, our next step was to identify and connect with key individuals associated with these companies on the LinkedIn platform. This involved a thorough exploration of LinkedIn profiles, seeking out marketing team, project managers, or individuals with roles relevant to language service procurement. Through personalized connection requests, we stated our intent, emphasizing the mutual benefits that could arise from establishing a collaborative relationship.

Upon successfully expanding our network and establishing connections with these professionals, we transitioned our outreach strategy to a more proactive and personalized approach. Leveraging the direct and targeted nature of LinkedIn communication, we presented these newly connected individuals with tailored offerings from Translation Transfer's suite of language services. This not only allowed us to showcase the unique value proposition of our services but also provided a direct channel for potential clients to engage with our team.

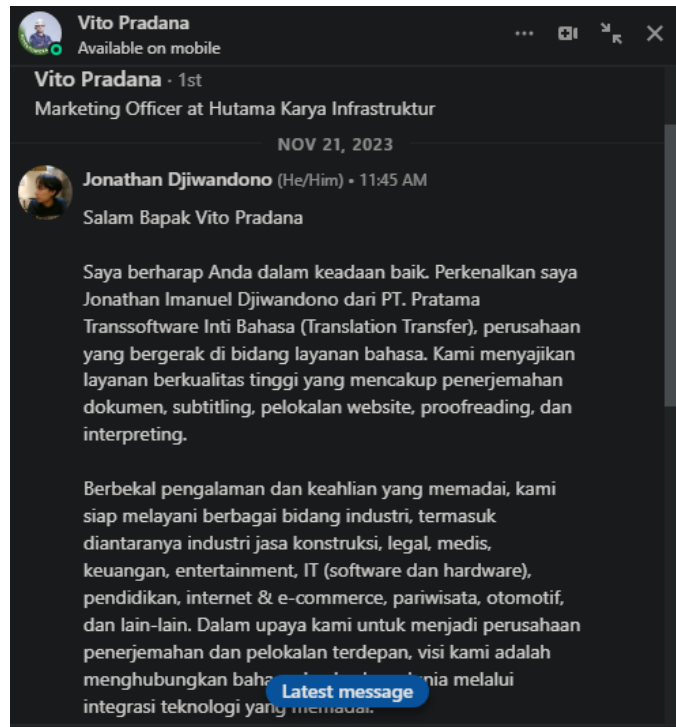


Figure 10 Personalized message offering services

This comprehensive and strategic approach not only broadened our professional network but also facilitated a direct line of communication with decision-makers, increasing the likelihood of successful collaborations and partnerships in the language services domain. Through the combination of data-driven company profiling, strategic LinkedIn outreach, and personalized service offerings, we aimed to forge valuable connections and mutually beneficial relationships in our chosen region.

2.2.1 Intern Job Description at Translation Transfer:

- a. Generating marketing content for Translation Transfer's social media.
- b. Analyzing the market in the language translation industry.
- c. Conducting email marketing to several companies.
- d. Translating marketing content for Translation Transfer.
- e. Translating content on the Translation Transfer website.

- f. Creating translation articles about Translation Transfer's services.

2.2.2 Intern schedule and Rules at Translation Transfer:

- a. Interns must be present at Rabindranath Tagore computer lab at 09.30 a.m. to participate in the Google Meet sessions.
- b. During the Google Meet sessions, interns are not allowed to leave the meeting without the consent of PIC.
- c. If it is not possible to attend the Google Meet sessions, interns are obliged to write an absent permission letter with clear explanations of why they couldn't attend the session. This letter is to be sent to the PIC.

2.3 The Problem

Despite the overall success of the internship program in Translation Transfer, several challenges have emerged during my tenure as an intern. As a participant in the program, I encountered several issues that warrant attention and resolution. These challenges include:

a. Lack of Structured Difficulty Progression

One prominent issue was the absence of a systematic difficulty progression in the assigned projects. As stated in the activity above, our very first translation project as an intern involved translating a Google News Initiative Design Accelerator Playbook. As a newcomer to the translation field, the intricate nature of the playbook presented a steep learning curve. The playbook contained complex terminologies, industry-specific language, and nuanced content, making it a formidable initial task for interns with limited prior experience in translation. Interns were immediately tasked with complex assignments without a gradual

introduction to fundamental concepts. This lack of a learning curve hindered the interns' ability to acclimate gradually to challenging tasks.

b. Absence of a Comprehensive Lesson Plan

Another noteworthy problem was the absence of a detailed lesson plan. Interns were not provided with a clear roadmap of anticipated learning objectives, making it challenging to prepare for the skills and knowledge expected to be gained on a given day. This lack of transparency affected the overall learning experience. We often face scheduling conflicts with our PIC (Person in Charge), the schedule stated that 09.30 a.m. marks the start of the online session but there are a lot of instances where interns were not told of a schedule change due to unforeseen circumstances on the PIC's part. There are also other instances where notification of schedule changes was notified late.