

## CHAPTER V

### CONCLUSION AND SUGGESTION

This chapter will include conclusion and suggestions for English Letter study program and partner companies.

#### 5.1 Conclusion

Looking back on the variety of experiences I had while working as an intern at Translation Transfer, it is evident that the program provided a rich and diverse learning environment. Exposure to a number of initiatives has allowed me to hone a wide range of skills, from reading and analysing complicated documents to actively participating in a subtitling session and improving my LinkedIn page.

Under Mr. Fadhil's direction, the marketing articles initiative was especially insightful. My grasp of creating powerful messaging has expanded as a result of studying tried-and-true marketing formulas like AIDA and FAB and exploring the nuances of the marketing funnel. In addition to improving my marketing skills, crafting compelling copy for imaginary items allowed me to experiment with the art of copywriting, a combination of creativity and calculated communication.

Under Mr. Zakkyl's direction, the translation project brought specific difficulties, particularly for someone who was not experienced in translation. The lack of an organized escalation of difficulties resulted in a steep learning curve. Nonetheless, the practical application of SDL Trados, peer evaluations, and cooperation promoted a more profound comprehension of translation intricacies. Notwithstanding the obstacles, the project demonstrated the value of tenacity and cooperation in overcoming problems, providing a strong basis for future development in the translation industry.

Taking on a major role on the steering committee for the subtitling seminar was a fulfilling experience. The position not only helped me understand subtitle translation, but it also gave me a lot of experience managing events in a hybrid seminar setting. Managing the Zoom virtual component highlighted the importance of technological proficiency and good communication in handling both virtual and in-person participation.

The LinkedIn optimization effort was a calculated step into the world of business networking. I was able to acquire useful networking skills by creating an eye-catching profile, aggressively expanding my broad network, and establishing connections with people in specific areas. The next task was identifying new employers by strategically using LinkedIn skills to establish deep connections and investigate possible joint ventures.

To sum up, my internship at Translation Transfer has been an exciting and life-changing experience that has given me a comprehensive understanding of all the different aspects of the language services sector. After completing a variety of tasks and obstacles, I have developed my abilities and gained a deep respect for flexibility, teamwork, and lifelong learning in the workplace. These experiences will definitely influence how I approach my future work in the industry as I go forward.

## **5.2 Suggestion**

Overall, I am thrilled with the English Letter Study Program at Universitas Ma Chung. I find the program's broad curriculum and supportive classroom environment to be very rewarding. My understanding of English language and literature has improved because to the variety of learning resources available. These resources feature interactive lessons and opportunities for real-world application. The inclusion of industry-relevant workshops and networking activities has been very beneficial in fostering relationships within the field and providing insight into potential career paths. Regarding Translation Transfer, I value the

practical experience and exposure to the actual world that it offers via translation assignments. I propose introducing a more structured curriculum with an increasing difficulty level, thorough syllabus, ongoing CAT tool training, and a methodical feedback mechanism to further improve the internship experience. These upgrades would result in a more smooth and impactful learning journey, ensuring interns develop a strong foundation in translation skills and are well-prepared for challenges in the language services industry.