

## **CHAPTER II**

### **INTERNSHIP ACTIVITIES**

#### **2.1. The General Description of the Company**

PT. Pratama Transsoftware Inti Bahasa, also known as Translation Transfer, is a language services agency based in Jember City, Indonesia. The company's main office is located in Perum Puri Bunga Nirwana 2 RT 4/ RW 17, Cluster I Gusti Ngurah Rai No. 17, Kabupaten Jember, Jawa Timur, Indonesia. Translation Transfer was established and is led by the founder and CEO, Mr. Zakkyl Fikri Pratama. The company first came into operation on 29th August 2018 and has continued developing and growing ever since.

As a language services agency, Translation Transfer offers services such as document translation, website localization, editing, proofreading, transcription, transcreation, interpreting, and subtitling. The company also specializes in many fields of specialty, including education/pedagogy, linguistics, Internet, e-commerce, tourism & travel, marketing/market research, advertising/public relations, insurance, electronics, games/video games/gaming, law, and many more.

Translation Transfer is one of the translation agencies that has successfully broadened its services and reach to the international scope. Now working with 15 translators and 1 million amount of word translating production per month, Translation Transfer has worked with a multitude of multinational companies such as Microsoft,

Google, Puma, Netflix, Amazon, Hewlett Packard Enterprise, Alibaba.com, Procter & Gamble (P&G), Etex, and Caterpillar.

As a well-established language service agency, Translation Transfer stands with an innovative vision, mission, and values. By using proper technological integration to bridge the gap between the languages and cultures of the globe, Translation Transfer hopes to become the premier translation and localization company. To actualize this vision, Translation Transfer focuses on three company missions, such as offering language after-sales service with a strong focus on quality control, constantly advancing technologies and services while keeping the needs of the consumer in mind, and proactively building international relationships with efficient communication.

Translation Transfer also works with fundamental five values: *Accountability*, *Commitment*, *Trust*, *Integrity to Innovation*, and *Value*. In this context, *Accountability* refers to being responsible and trustworthy. *Commitment* refers to upholding a strong commitment to mutual respect among partners, clients, and other stakeholders. *Trust* refers to building trust by placing a high priority on client satisfaction to create long-term partnerships. *Integrity to Innovation* refers to constantly bringing about change with the highest integrity and continuous innovation. *Value* refers to valuing time and harmonious relationships with all stakeholders.

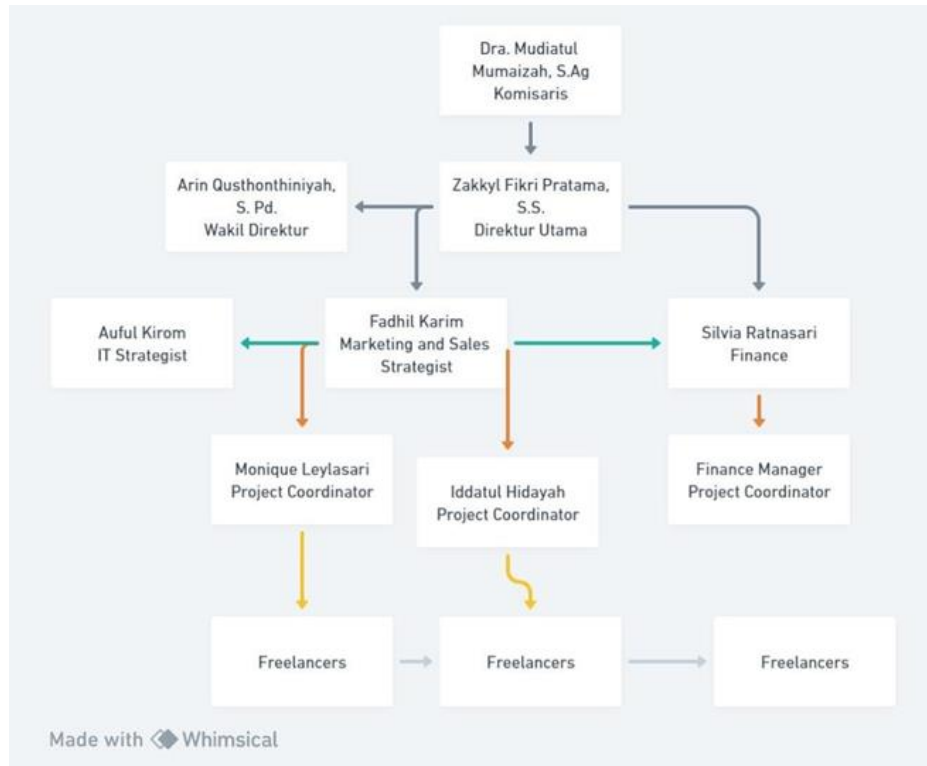
In presenting its brand, Translation Transfer establishes its identity with a company logo that reflects its brand name, philosophy, vision, and values. The logo can be seen on figure 2.1.



***Figure 2.1. Translation Transfer company logo***

The company logo consists of two letters of "T," one in white and one in a gradation of green to yellow; a rising yellow arrow; and a five-cornered star. The letter "TT" depicts the acronym for the company's name, Translation Transfer. The letter "T" written in white also means "Technology," which resembles the spirit of simplifying the problematic needs in life through the integration of technology. On the other hand, the letter "T" in green means "Translation," resembling the spirit of eliminating language barriers and unifying understanding through translation across language differences. The rising yellow arrow arches to the top right, forming the letter "L." It symbolizes a 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. The five-cornered star represents the company's five-point values, ACTIVE (Accountability, Commitment, Trust, Integrity to Innovation, and Value).

As a professional company, Translation Transfer works with a structured system and organizational structure. Led by the Founder and CEO, Mr. Zakkyl Fikri Pratama, the company's organizational structure can be seen on figure 2.2.



**Figure 2.2. Translation Transfer organizational structure**

## 2.2. The Activities

The internship program was held for four months in an online setting based in Universitas Ma Chung's Tagore computer laboratory. There were daily meetings held online, attended by the internship participants and the mentor from Translation Transfer assigned for the internship program. In each of the meetings, the internship participants were given directions and daily tasks that served as milestones for the completion of each project. The program was also conducted with two offline visits by Translation Transfer's CEO to Universitas Ma Chung and one offline visit by the internship participants to Translation Transfer's office in Jember, Jawa Timur. The

writer has completed several activities during the internship program, which are described below:

### **2.2.1. Persuasive Article Project (10 August - 1 September 2023)**

During this period, the writer and each of the other internship program participants were given the responsibility to create a persuasive article promoting one of Translation Transfer's language services. As an introductory session, the writer and other participants were asked to write the article based on their prior knowledge. This activity was done without detailed briefing and instructions from the assigned mentor. The writer and other participants were also given a pre-test about language proficiency before writing the article. After the first draft of the article was finished on 11 August 2023, the mentor reviewed each of the articles via Google Meet and Google Documents to help the writer and the participants revise their articles.

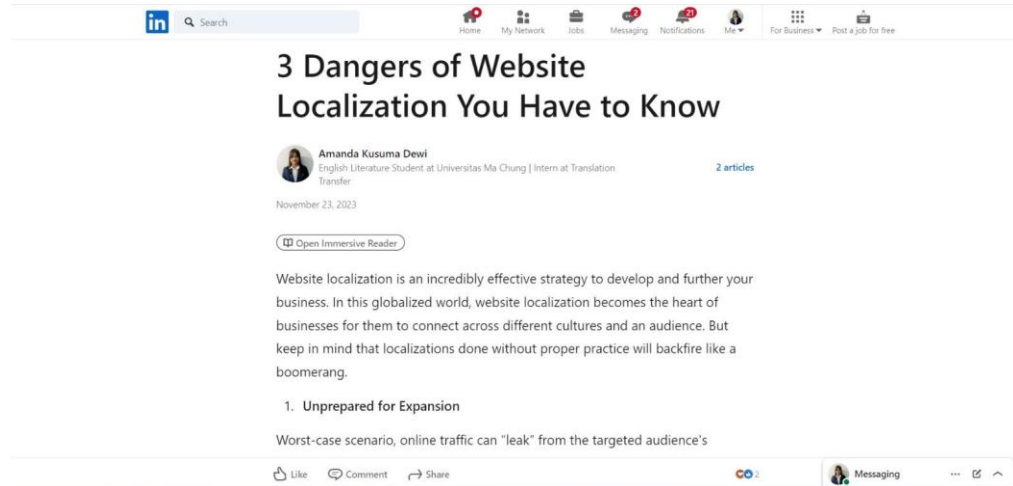
The copywriting project lasted for approximately one month, with the final output of the project being the revised version of the persuasive article. During that span of time, the writer went through several discussions and received insights from the mentor regarding theories in copywriting, such as the PAS (Problem, Agitate, Solution) copywriting formula, the FAB (Features, Advantages, Benefits) copywriting formula, the AIDA (Awareness, Interest, Desire, Action) copywriting formula, and psychological triggers in copywriting. The writer and other participants also acquired the experience of practicing copywriting firsthand by applying the theories to online discussions and practices in writing persuasive articles, such as how to write a proper

headline and analyze a persuasive article's structure. In addition, the writer and other participants also experienced the application of copywriting in other media such as carousel posts and short videos for social media.

At the end of the project, the writer and other participants were asked to write a persuasive article promoting one of Translation Transfer's language services while keeping in mind the knowledge and practices acquired throughout the weeks prior. After the project, the writer completed a 1000-word persuasive article promoting Translation Transfer's sworn translator and website localization services. The writer also acquired a multitude of understanding of theories and firsthand experience in copywriting. The persuasive articles can be seen on figure 2.3. and figure 2.4.



***Figure 2.3. Persuasive article promoting sworn translation services***



*Figure 2.4. Persuasive article promoting website localization services*

### **2.2.2. Google News Initiative Design Accelerator Playbook translation project (4 September-3 October 2023)**

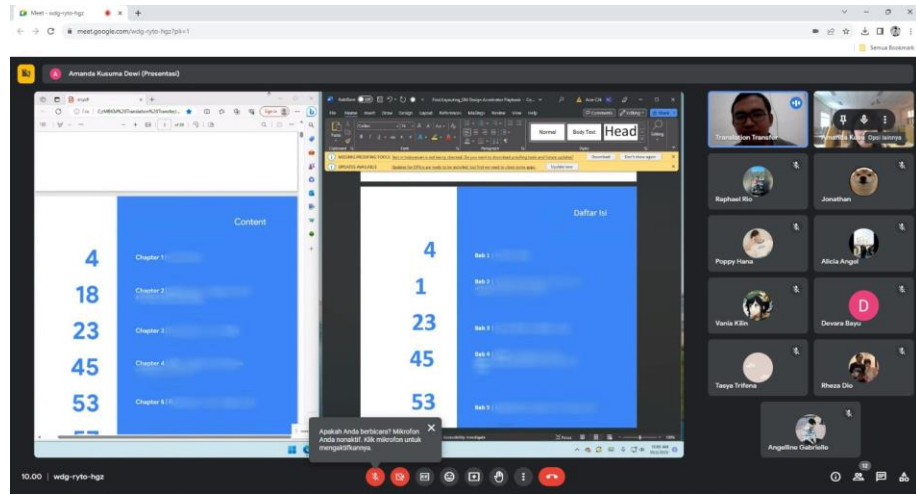
On 4 September 2023, the mentor gave introductions and online tutorials via Google Meet on how to operate Trados, the software used to work on translation projects in the internship program. The source text for the project consists of approximately 8000 words in English, which are to be translated into Indonesian within the timeframe of 30 days.

Throughout the project, the writer and other internship program participants engaged in several processes of translating. These processes include translating, peer review, live review, and final layouting. The writer and other participants had to translate 100 Trados segments, equivalent to approximately 1000 words per day, and

submit it to the mentor's email the day after the translation was assigned. After the translation of the first 100 segments was complete, the writer and other participants conducted peer review via Microsoft Excel using the template provided by the mentor. The file was also sent to the mentor's email the day after the review was assigned. The session was continued with a live review of each participant's translation and peer review results via Google Meet. The routine was repeated until all of the segments were complete. However, in between the translating and reviewing process, the mentor also gave briefings and insights on translation techniques. On 3 - 4 October 2023, the writer and other participants completed the final layout process using Microsoft Word before submitting the final output via email. The final layout process can be seen on figure 2.5.

After the project, the writer completed an Indonesian translation for the English *Google News Initiative Design Accelerator Playbook*. The writer also acquired authentic firsthand experience in doing translation projects in the translation industry and learning multiple practices and theories regarding translation.





*Figure 2.5. Final layout process in translation project*

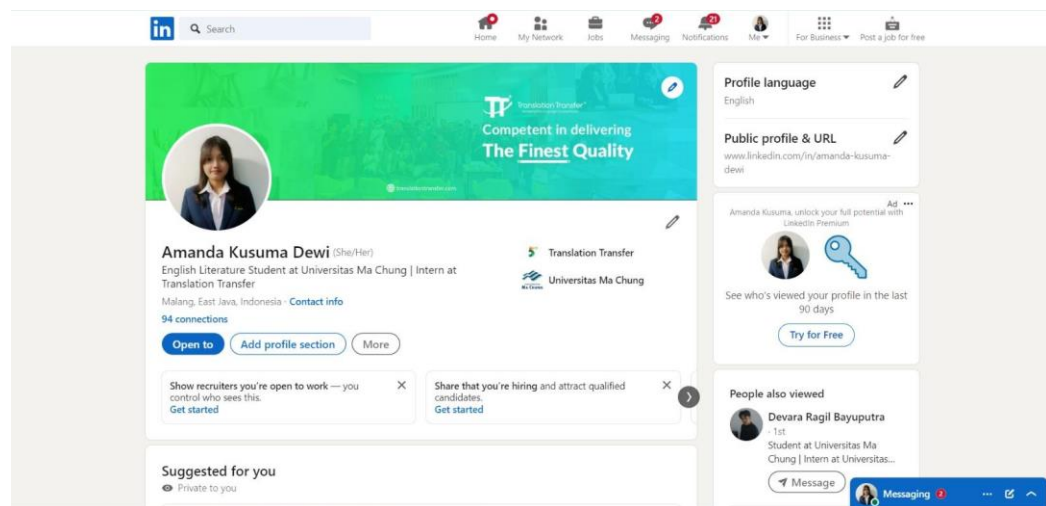
### **2.2.3. Personal Branding and Market Research (4 October - 2 November 2023)**

During this timeframe, the writer and other participants of the internship program participated in discussions and practices on personal branding and market research. For market research, the mentor gave the writer and other participants insights into the growth and potential of the language industry and several theories on marketing, such as the marketing funnel and company branding. The writer also conducted and presented analyses on language services' marketing content in social media, and participated in discussions on the topic.

On the topic of personal branding, the writer and other participants of the internship program were asked to write an analysis of personal branding done by a public figure of their choice. The analysis was written in Google Documents before being presented to the mentor and other participants using Google Meet. Still related

to personal branding, the mentor also provided insights on ATS-based *curriculum vitae* and LinkedIn optimization for both company and personal branding. At the end of the period, the writer and other participants of the internship programs were asked to upload their persuasive article, which promotes Translation Transfer's language services, to each of their LinkedIn profiles as a part of company and personal marketing.

After the set of activities, the writer created an optimized LinkedIn account which can be seen in figure 2.6. The writer also analyzed language services' marketing content in social media and the personal branding of Najwa Shihab as a public figure. In addition, the writer acquired knowledge and understanding of the basic elements of marketing and the industry of language.

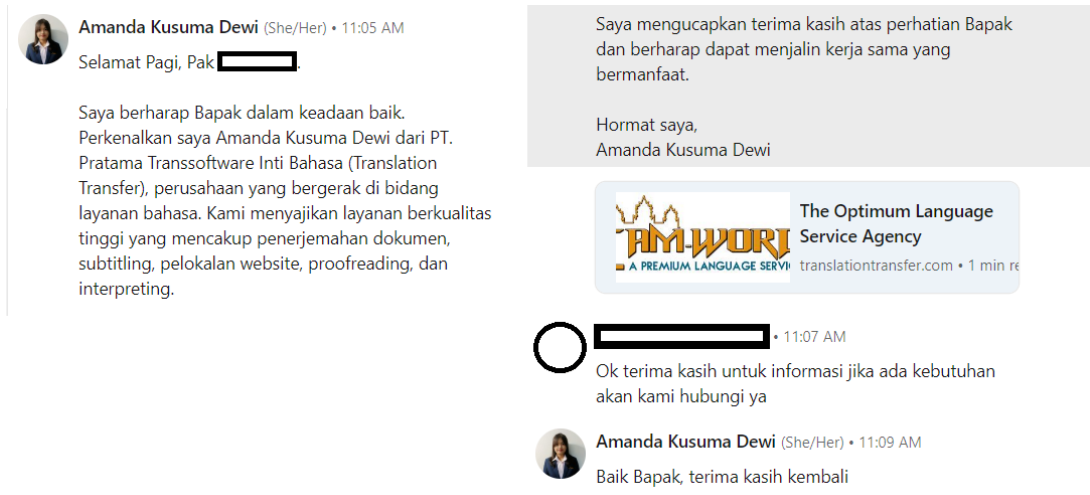


**Figure 2.6. Optimized LinkedIn account**

#### **2.2.4. Marketing via LinkedIn (6 November - 6 December 2023)**

In this period, the mentor provided a Microsoft Excel spreadsheet to note data on prospective companies as targets of brand-to-brand (B2B) marketing. The data includes the company names, addresses, office contacts, company emails, websites, and LinkedIn contacts. In 30 days, the writer and other participants of the internship program were given the responsibility to conduct data collecting of 100 prospective companies. After collecting enough data, the writer and other participants were asked to send LinkedIn connection invitations to the LinkedIn profiles relevant to the prospective companies with proper invitation messages. They also conducted LinkedIn marketing by sending promotional messages to profiles who have accepted the invitation via LinkedIn chatrooms. An example of the promotional message can be seen on figure 2.7. This process was done to raise Translation Transfer's brand awareness, promote the company's services, and increase the participant's experience in marketing language services.

After the sets of activities, the writer gained firsthand experience in researching and collecting data on prospective clients and conducting LinkedIn marketing to lobby potential projects.



*Figure 2.7. LinkedIn marketing*

### 2.3. The Problem

The internship program in Translation Transfer has been completed successfully. However, the writer encountered problems during the translation project. In the internship program, the writer and other program participants worked on the English-to-Indonesian *Google News Initiative Design Accelerator Playbook* project. The project is approximately 8000 words, and the process involves translation and peer review sessions.

#### 2.3.1. Unnatural translation

According to the peer review sessions, the writer had difficulties producing the maximum quality of translation. The prominent errors indicate that the writer encountered problems in translating long sentences because the translation tends to become unnatural and difficult to understand in the target language. Unnaturalness in

translation refers to the lack state in which the translation does not sound foreign in the target language (Danbaba, 2017). The translation can be understood by readers speaking the target language. However, it is difficult to be comprehended at first sight or without context present in the source language. For example, the translation, "*Bukan ketidaktahuan yang memberimu masalah. Melainkan apa yang kau ketahui dengan pasti tapi ternyata salah,*" is not impossible to be understood by the audience from the target language. However, the expression is unnatural and difficult to comprehend without context from the source language.

### **2.3.2. Difficulties in finding word equivalents**

The writer also encountered problems regarding finding equivalent words to carry over a consistent meaning between the source language and the target language in the correct context. Equivalence in translation refers to a concept of similarity or approximation of two meanings shared between two languages: the target language and the source language (Yinhua, 2011). However, it is not a concept of pursuing absolute sameness as no two words have a precise identical meaning in any two languages. Every language has unique phonological, grammatical, and vocabulary features, and means of depicting various experiences and expressing different cultures. This concept provides a challenge as the writer encounters difficulties in finding certain word equivalent in the translation process. For example, the writer used "*aktivitas peretasan pertumbuhan*" to translate the term "*growth hacking activity.*" However, during the translation review session, the usage of "*aktivitas pertumbuhan*" is preferable to translate "growth hacking activities" as it serves as a better word equivalence.