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INTERNSHIP REPORT



TRANSLATION OF JOURNALISTIC TEXTS IN THE CONTENT MARKETING ADVERTORIAL DIVISION AT PT LIPUTAN ENAM DOT COM

**POLITEKNIK
HENNY
NEGERI
2108412006
JAKARTA**

**ENGLISH FOR BUSINESS AND PROFESSIONAL
COMMUNICATION STUDY PROGRAM
MAJORING IN BUSINESS ADMINISTRATION
POLITEKNIK NEGERI JAKARTA
DEPOK
2024**



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STATEMENT OF APPROVAL

- a. Title : Translation of Journalistic Texts in the Content Marketing Advertorial Division at PT Liputan Enam Dot Com
- b. Compiler
- 1) Name : Henny
 - 2) Student ID Number : 2108412006
- c. Study Program : English for Business and Professional Communication
- d. Major : Business Administration
- e. Time of Activities : 9 September 2024 – 31 December 2024
- f. Place of Activities : Jl. RP. Soeroso No. 18, Gondangdia, Menteng, Jakarta Pusat

PNJ Advisor

Sujiwo Priambodo, S.E., M.M.
NIP. 198204262014041001

Depok, 12 December 2024

Company Supervisor

Gilar Ramdhani, S.S.
Leader of Content Marketing Advertorial

Authorize,

Head of English for Business and Professional Communication

Dr. Dra. Ina Sukaesih, Dipl. TESOL, M.M., M.Hum.
NIP. 196104121987032004



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- 1) Dr. Ina Sukaesih, Dipl. TESOL., M.M, Hum., as the head of the English for Business and Professional Communication study program,
- 2) Sujiwo Priambodo, S.E., M.M., as a supervisor, who has provided time, energy, and thoughts to guide the author throughout the report preparation process,
- 3) Gilar Ramdhani, S.S., as the Leader of Content Marketing Advertorial/Mentor of PT Liputan Enam Dot Com who has provided a lot of knowledge and insights related to the Content Marketing Advertorial division during the internship process.
- 4) All employees at PT Liputan Enam Dot Com who have imparted knowledge, insight, and facilitated to the author during the internship activities.
- 5) My parents, family, friends, and colleagues who have offered prayers, support, and feedback during the internship activities and throughout the completion of this report.

The author wishes that the preparation of this internship report may be useful for other students and the academic civitas, the author realizes that this report still has many mistakes. Hence, constructive criticism and suggestions will be accepted by the author to be used as learning to be better in the future.

Depok, 12 December 2024

Author



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CHAPTER I

BACKGROUND

1.1 Background

Each higher education institution has high expectations for its graduates, especially in the Applied Bachelor's program (D4), which aims to produce a greater and professional workforce in their fields. The main objective of the Applied Bachelor's program (D4) is to prepare students to have quality skills and competencies in the workplace/industry. Students have not yet reached the necessary industrial qualifications if they only study theory and practice within a limited scope. Hence, students are required to carry out Internship activities, which aim to make students better prepared to enter the world of industry with adequate practical experience.

Internships are one of the activities undertaken by institution students to hone and develop their practical skills in an industry or company to gain real-world knowledge and work experience. According to Putri (2024), internship is a program conducted by students for approximately one semester to apply the theories learned during their studies to the professional/work environment.

During the internship, the author learned the process of creating advertorial content and the process of creating advertisements in online media with a journalistic style. Some of the activities that the author does are, adapting articles from foreign websites from English into Indonesian, covering and providing reportage in the form of making news articles and videos from the results of brand invitations, conducting interviews with sources during coverage, completing copywriting from product research results, creating content initiatives that attract high SEO on several channels such as



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Citizen6, Showbiz, Business, and several channels available at Liputan6.com. In addition, the author also conducts documentation in the form of brand photos and videos that are feasible and interesting to be published.

Based on the results of information gathering and analysis before the author carried out an internship at Liputan Enam Dot Com, the author had already been involved in the field of journalism and was interested in continuing internship at this company through Magang & Studi Independen Bersertifikat (the Internship & Certified Independent Study ("MSIB Batch 7")) program at Kampus Merdeka. During the internship process, the author was not only placed on the Liputan6.com site as a Content Writer Marketing Advertorial, but also as a reporter at several Liputan6.com partners such as Fimela.com, Merdeka.com, Kapanlagi.com, and Bola.com. This made the author interested in conducting an internship at PT Liputan Enam Dot Com in the field of journalism.

1.2 Scoop of the Activities

Internship activities at PT Liputan Enam Dot Com were carried out online and offline. During the internship, the author was assigned to send the results of the reportage to the mentor to be edited and published by the editor. The scope of this internship activity are as follows:

Expertise	Targets
Basic Journalistic	The author is able to understand the duties of a journalist and the applicable code of ethics to become the basis for work in making journalistic articles.
Journalistic Work	The author is able to understand the duties of a journalist and the



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	applicable code of ethics to become the basis for work in making journalistic articles.
Understanding SEO Friendly	The author is able to create news headlines according to the rules of Search Engine Optimization (SEO) in order to be detected by search engines to find sites or websites on the first page.
Indonesian Language Rules	The author is able to use Indonesian in accordance with the KBBI and adjust the journalistic writing style.
English Rules (Advertorial Project Translation)	The author is able to translate selected advertorial articles in a project using Molina and Albir's (2002) translation technique from Indonesian into English.
Coverage and Reportage	The author is able to cover and provide reportage in the form of advertorial articles.
Copywriting	The author is able to produce copywriting in the form of soft-selling and hard-selling articles based on the results of product research.



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1.3 Time and Place of The Activities

The time and place of the internship carried out by the author are as follows:

Time of the Activities : 9 September – 31 December 2024
Place of the Activities : PT Liputan Enam Dot Com
Address : Jl. RP. Soeroso No. 18, Gondangdia, Menteng, Jakarta Pusat

1.4 Objectives and Significances

1.1.1 Objectives

The purpose of this internship activities is to introduce the world of the journalism industry to the author, which focuses on writing news articles and practicing the author in translating news articles by implementing the theories about translation that the author has learned during the lecture process. In addition, this internship activities also has several important aspects that aim to:

1. Improved Writing Skills

Internship in journalism may help the author develop the ability to write clear, concise, and interesting news articles, including coverage techniques from various news channels from the Liputan6.com, Fimela.com, Merdeka.com, Kapanlagi.com, and Bola.com websites as well as the news editing process in order to make the writing quality and airworthy.

2. Translation Skills Improvement

To develop the author's ability to accurately and precisely translate news articles from Indonesian into English.

3. Understanding Cultural Context

The author may deepen the understanding of the cultural context that influences language, in order to keep the translation relevant and appropriate to the target language.



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4. Enhanced Research and Analysis Skills

The author practices collecting data, analyzing various information, and presenting the results of the research into an informative and trustworthy news article.

5. Establishment of Creative and Innovative Mindset

Have a creative and innovative mindset to produce out-of-the-box and relevant journalistic works related to trending issues. In addition, the author is able to utilize technology to make news delivery more effective and interactive.

6. Establishment of Discipline and Work Ethic

The author was able to learn the process of adapting to pressure and deadlines to produce fast and accurate news to be published. This could also help the author to have a disciplined attitude and good work ethic towards the work environment and work culture that is upheld, thus creating harmony in the team.

7. Understanding Journalistic Ethics

Emphasizing the importance of ethics in journalism, such as accurate, balanced, and fair sourcing in the reporting process. The author also learned to understand the responsibility of being a journalist from the news that is published.

8. Understanding Translation Ethics

Instill an understanding of ethics in translation, such as maintaining the accuracy of the information, preserving the identity and confidentiality of the information contained in the text and neither adding nor subtracting personal interpretations that could change the meaning of the source language.



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1.1.2 Significances

The significances of the internship are as follows:

a. Significances for the Author

1. Through this internship, the author may develop skills in creating SEO content initiatives and advertorial articles with an accurate and relevant journalistic style according to editorial standards.
2. The author is able to understand more about the journalistic genre, including several canals in Liputan6.com with a distinctive writing style on each news website.
3. The author shall be able to apply the knowledge of journalistic translation that has been learned during lectures, such as translating concise, eye-catching, and targeted headlines.
4. The author can practice discipline and responsibility as well as deadline pressure when in a working environment.
5. The author can learn journalistic ethics and translation ethics, such as maintaining information confidentiality, information validity, cultural integrity, and providing quality news broadcasts.
6. The author also has the opportunity to improve her writing and translation skills for a bilingual project during the process of translating an article.

b. Significances for the industry

The significances obtained by the industry are as follows:

1. By having interns, the Company shall be able to produce accurately translated content and catchy titles, thus improving the quality of journalistic content published.
2. By having competent interns, the translation process can be completed faster and more efficiently, reducing the workload of permanent employees and speeding up the airtime according to the specified deadline.



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3. Interns often bring fresh ideas and new perspectives that can help companies innovate in the way they deliver news and information.
4. Companies can evaluate interns' abilities in real work situations, thus providing a more accurate picture of their potential as future full-time employees.
5. The industry gains the opportunity to train and develop potential employees, who can be recruited as permanent employees in the future with the experience they have gained during their internship.

c. Significances for the institution

1. Improving the quality of education, such as providing deeper practical insights into the world of journalistic translation, which can be applied in academic activities.
2. The institution may strengthen cooperation with media industries/companies, translation associations, and institutions related to the field of linguistic studies.
3. Enhance the institution's reputation as an institution that produces graduates who are ready to work and competent.

d. Significances for the readers

1. Readers are expected to gain in-depth knowledge about the process of journalistic translation in the world of work/industry.
2. The reader is expected to gain insight into the dynamics of the translation industry, including all the obstacles and challenges faced by the author during the internship.
3. Readers can gain insight into how news and information are processed and delivered quickly and accurately and can be understood by the general public.

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CHAPTER IV

CLOSING

4.1 Conclusion

Based on the results of Field Work Practices that have been carried out by the author at PT Liputan Enam Dot Com in the Content Marketing Advertorial division, it may be concluded as follows:

1. Translation in news articles mostly uses adaptation, literal, reduction and borrowing translation techniques. This is because the use of titles is very limited, the author is required to find appropriate word equivalents as well as the omission of to be, the use of appropriate terms or words in the title in accordance with journalistic standards.
2. The obstacle faced by the author during the translation of news articles is finding equivalent words or terms, especially in business/banking and government, there are so many terms about banking and government that are still uncommon, the author must find an acceptable equivalent by searching in journals on several campuses that have a concentration in banking or government. The author also conducted internet searches on the vocabulary to be translated such as Cambridge Dictionary, DeepL Translate to see the Glossary, Proz.com, and Merriam-Webster.

4.2 Suggestion

4.2.1 Suggestions for Translator

As a translator, you have to avoid small mistakes that can hinder the conveyance of meaning. Hence, some suggestions for translators.

- a. Inaccurate equivalence of words used is still often found in translated texts, especially in the field of journalism. Therefore, translators need to continuously improve their skills in English and Indonesian. In addition,



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translators also need to learn translation concepts as important guidelines in conducting translation activities.

b. The information contained in a text is important, especially for news texts. The use of omission or reduction techniques when translating will certainly affect the accuracy of the translated text.

c. Use clear and precise language, the translator needs to choose words or terms and phrases that are clear and precise in the target language. Avoid using words that are ambiguous or difficult for the reader to understand.

d. Before finalizing the translation, ensure that all facts and data included in the article are correct and can be accounted for. This is important to maintain the credibility of the journalistic report.

e. After completing the translation, make revisions and corrections carefully. Check for errors in grammar, spelling and terminology consistency. If possible, seek feedback from peers or editors before the piece goes live.

4.2.2 Suggestion for Readers

a. Understand the context and background of the issues discussed in the text. This can help the reader understand the perspective used by the author.

b. Remain open to different perspectives and views. Journalism often includes multiple viewpoints, and it is important to appreciate the diversity of opinions.



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APPENDICES

L-1


 JL. RP. SOEROSO NO. 18
MENTENG, GONDANGDIA | JAKARTA 10350
PHONE: (021) 31904555 | FAX: (021) 31904777

FORM PENILAIAN PKL
(Pembimbing Perusahaan/Industri)

Nama Mahasiswa : Henny
NIM : 2108412006
Judul PKL : Penerjemahan Teks Jurnalistik Pada Divisi Content Marketing
Advertorial di PT Liputan Enam Dot Com

Nilai Praktik Kerja Lapangan

No	Komponen Penilaian	Range Nilai	Nilai yang Dicapai
1	Kehadiran dan Aktifitas	5-10	8,5
2	Kedisiplinan	5-10	8,7
3	Etika dan Interaksi di Lingkungan Kerja	5-10	8,5
4	Pengetahuan Praktis	10-20	17
5	Penguasaan Materi	10-20	17,5
6	Kualitas Pelaporan	20-30	27,5
Total Nilai (A)			87,7

Jakarta, 17 - 12 - 2024
Pembimbing Perusahaan/Industri,

(... GILAR RAMDHANI ...)
NRP/NIK KLY - 0592

Saran Pembimbing perusahaan/industri terhadap mahasiswa PKL

1. Terus tingkatkan kreativitas dan adaptabilitas
2. Perbanyak membaca artikel, riset, dan pahami target audiens
3. lebih pro aktif dan menginfluence.....

Catatan : Nilai disampaikan ke panitia PKL Politeknik Negeri Jakarta dalam amplop tertutup.



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Kegiatanku

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Magang Bersertifikat
Content Writer - Marketing Advertorial
Semester Ganjil 2024/2025



Content Writer - Marketing Advertorial

ID Kegiatan: 10258953
Periode program: 6 Sep 2024 - 31 Des 2024
[Lihat Detail](#)

Informasi

Jika terjadi kendala dan butuh bantuan, hubungi mentor dan DPP (Dosen Pembimbing Program).
Informasi kontak tersedia [di sini](#).

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LIPUTAN 6 **CARI** **MASUK**


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**Henny**

[Aktivitas](#) [Profil](#) [Artikel](#) [Foto](#) [Video](#)


**GAME** 1 hari lalu
Menelusuri Update Free Fire Winterland 2024, Pertempuran di Musim Salju yang
Mengusung patch 'Winterlands Aurora', Garena

**BANK** 3 hari lalu
BRI Peduli Sambut HUT ke-129 dengan Kampanye Edukasi Lingkungan dan
BRI Peduli melaksanakan kegiatan bersih-bersih Tukad


**FASHION & BEAUTY** 10 hari lalu
Upgrade Gaya dan Gadget-mu! Promo 12.12 Tokopedia Berikan Diskon Besar di


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FIMELA

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**LIFESTYLE**
Kolaborasi Epik Biskuat x Manchester United Hadirkan Sekolah Sepak Bola Eksklusif untuk Dukong Potensi Anak...
Dengan mengusung tema 'Jadi Lebih Kuat' (strength to do more), kolaborasi ini menjadi wadah untuk mendukung pengembangan potensi dan karakter anak-anak Indonesia agar semakin kuat dan...

**BEAUTY**
5 Masker Rambut Alami untuk Rambut Kering dan Rusak
Berikut ini ada 5 masker rambut alami yang bisa kamu coba di rumah untuk rambut kering dan rusak.

**BEAUTY**
4 Tips Menggunakan Clay Mask untuk Kulit Kering Agar Hasilnya Maksimal
Untuk kamu yang punya kulit kering, berikut ini adalah 4 tips menggunakan clay mask yang tepat agar hasilnya maksimal.

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