REPORT OF INTERNSHIP PROGRAM



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SUBTITLE TRANSLATION IN THE SOAP OPERA MAGIC 5 INDOSIAR

KARTA

ENGLISH FOR BUSINESS AND PROFESSIONAL **COMMUNICATION STUDY PROGRAM**

BUSINESS ADMINISTRATION DEPARTMENT

POLITKENIK NEGERI JAKARTA

DEPOK

2024

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STATEMENT OF APPROVAL INTERNSHIP REPORT

Title of Report

: Subtitle Translation in the Soap Opera Magic 5 Indosiar

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c. Major Study Program

: D-4 English for Business and Professional

Communication

e. Duration

: 16 February 2024 - 30 June 2024

Place of Internship

: Surya Citra Media – EMTEK Group SCTV

SCTV Tower, Jl. Asia Afrika No.6, RT.1/RW.3, Gelora, Kecamatan

Tanah Abang, Kota Jakarta Pusat, Daerah Khusus Ibukota Jakarta

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PREFACE

All praise is due to God Almighty, who has given His blessings and mercy, thus completing the Field Work Practice (PKL) of Politeknik Negeri Jakarta, English Language Study Program for Business and Professional Communication well and successfully. This report was prepared to fulfill the graduation requirements in semester 6 with an independent internship course. The internship program conducted for 4 months at PT Surya Citra Media is certainly inseparable from the role of various parties who have helped, guided, and provided meaningful advice. Therefore, the author extends gratitude to

- Allah SWT who has given His blessings and mercy, as well as to the Great Prophet Muhammad SAW.
- Dr. Dra. Ina Sukaesih, Dipl. TESOL., M.M., M.Hum as the Head of English for Business and Professional Communication Study Program at Politeknik Negeri Jakarta.
- 3. Septina Indrayani, S.Pd., M.TESOL. as an internship supervisor who has given advice and support during the preparation of the Internship report.
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- Anggun Puspitasari, M.Si as mentor of the Independent Campus Program who has given time and attention during the internship.

This report certainly has many shortcomings in the writing, all criticism and suggestions are needed to be a reflection for the next step. This internship report is expected to be useful for the author, readers, and can be used as a reference for other students who are preparing an Internship report.

Depok, July 2024

Annisa Fajrillah



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LIST OF IMAGE

Gambar 1. Organizational Structure of Surya Citra Media Tbk.

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CHAPTER 1

INTRODUCTION

1.1 Background of Activity

A television station is a broadcasting station that provides broadcasts in the audio and video form to television recipients in a certain area. Television channels are classified into several types based on their broadcast coverage, which are commercial and non-commercial television channels, public, local, and national television channels. Television stations are now developing rapidly and keeping up with the trend, providing their shows not only on television, but also through various platforms including Over-The-Top (OTT) media services or streaming platforms that make it easy to watch the programs only through phones.

According to Shuttleworth and Cowie (1997), subtitling is the process of providing text that is adjusted to the dialog in film and television. This process also involves translating according to the original movies and TV shows, where the quality of the translation should be in sync with the dialog in the audiovisual text. In the context of movies, translation is divided into two, which are subtitling and dubbing. Subtitling focuses on the text of words that appear in a movie, TV show, or even a drama. With subtitles, the viewers can understand the meaning and content of the message in the source language used in the film, so that it can be enjoyed by everyone (Luthfia and Indah, 2019).

In the process of translating the subtitles, it is necessary to ensure that the subtitles are in accordance with the original meaning of the dialog or narration, while still considering the cultural context of the Target Language (TL). The subtitle should be readable by the viewers, both in terms of the speed of display on the screen or the character limit per line and the duration of display on the screen, so that the caption can appear at the right time in accordance with the dialog in the show, besides that it is necessary to pay attention to the selection of words used that are clear and simple, so that viewers can understand the content of the show content.

1.2 Scope of Activities



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Internship activities in the Acquisition Support-IVM division are conducted on a Work From Home (WFH) basis with an internship period of 4 months, starting from February 14 as 30 June 2024. During the internship, the tasks assigned were to write subtitles and translate them into English, as well as various tasks related to the Acquisition Support division such as reviewing competitor soap opera programs and analyzing songs in Indosiar program content.

1.3 Duration and Place of Internship Activity

This internship program is held at PT Surva Citra Media in the Acquisition Support division. The duration of the internship lasted for four months in the sixth semester. The following is information on the company where Internship Program was conducted:

Company Name : PT Surya Citra Media – EMTEK Group

: SCTV Tower - Senayan City, Jl. Asia Afrika Lot 19, Office Address

> Gelora, RT.1/RW.3, Gelora, Kecamatan Tanah Abang, Kota Jakarta Pusat, Daerah Khusus Ibukota Jakarta

10270

Division : Acquisition Support – IVM

The time of Internship Program is held in a period of 4 (four) months. As of 14 February 2024 to 1 November 2024 in accordance with the provisions of the independent campus. work time is from Monday to Friday, at 09.00 to 17.00.

1.4 Objectives and Benefits

1.4.1 Objectives

The English for Business and Professional Communication Study Program requires its students to carry out Internship Program activities. The following are the objectives of the implementation of Internship Program activities:

- 1. implement the theories learned in college, especially on translation and subtitling.
- 2. increase knowledge and skills in the media, entertainment and communications industry



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3. gain real work experience and be involved in every activity in the internship working group.

1.4.2 Benefits

Furthermore, the benefits of Internship Program implementing are as follows:

- 1. gain connections that will be useful in finding a job after graduation.
- 2. develop practical skills relevant to the field of study, especially in the field of translation and subtitling in the industry.
- 3. Gain an overview of the challenges of working in the field of translation and improve soft skills.





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CHAPTER IV CLOSING

4.1 Conclusion

Based on the results of the five months of Internship Program it can be concluded that there are seven translation techniques that are often used to translate Magic 5 soap opera, which are borrowing, description, common equivalence, generalization, literal, reduction, and transposition. In the translation, it is essential to have a great insight of soap operas, including the language used, the terminology employed, and the target audience of the show. This knowledge is crucial to ensure that the translation is of high quality and easily understood by the audience accurately.

The process of translating subtitles for the soap opera Magic 5 is carried out in three stages. The first stage is the analysis stage, the transfer stage, and then the reconstruction stage. The obstacle faced was the difficulty in finding the equivalent words and terminology, to solve this problem was done by searching for terms that were not understood on the internet and collocation dictionaries.

This Internship Program also brings a lot of experience and learning about the practice of the workplace in reality, developing skills in translating and subtitling that have been learned during college, and developing hard skills & soft skills that have been owned. In addition, this activity can expand connections and experiences that will be useful when looking for a career later.

JAKARTA 4.2 Suggestion

During the internship activities in the Acquisition Support - IVM division at the Surya Citra Media - EMTEK Group company, there are several suggestions that can be considered for the success of the company and a more optimal work environment.

1. Interns need to have good translating and subtitling skills, so that the qualities of the impressions translated into TL are acceptable and appropriate to the context of the soap opera.



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2. In Internship Program that is carried out on a work from home basis, online meetings need to be carried out intensively involving interns and supervisors to ensure that communication and assignments can be carried out properly.





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ATTACHMENT

A cut of Episode 399

BSU	BSA
kayaknya aku sekarang udah tahu	I think I know know how to be with nature
caranya gimana biar aku bisa menyatu	
dengan alam	
bagaimana?	how?
kamu lihatin aku ya	you look at me, okay
ayo Sya, kamu harus fokus, kamu	c'mon Sya, you have to focus, you must know
harus tahu tujuan kamu dan menyatu	your purpose and be with nature
dengan alam	
selamat ya, keren sek <mark>ali pacar</mark> ku	congratulations, that's so cool babe
Gib, Galih dan Alina sekarang diculik	Gib, Galih and Alina are now kidnapped by
sama pesilat bawah tanah, tadi Sari	underground fighters, Sari told me before
yang beritahu gue	
ya udah lu sama siapa sekarang?	so, who are you with now?
ini gua sama Rasya dan Naura mau cari	I'm with Rasya and Naura, we are going to
mereka dulu ya	find them
yaudahlah nanti gua kesana, gua bantu	I'll go there, I'll help you find it
cari FULII	
kita mau carinya ke mana?	where should we go?
oh gua tahu, kita pakai anjing pelacak	I know, we just use Irsyad's sniffer dog, I'll get
Irsyad aja ya, gua ambil dulu ya	it first /



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A cut of Episode 400

BSU	BSA
aku tahu kamu sayang sama aku,	I know you love me, that's why you're jealous,
makanya kamu cemburu kan	right?
Naura, aku cintanya mentok di kamu	Naura, my love is stuck on you
doang	
yaudah deh, janji kamu bakal terus	Promise me you'll stay with me.
sama aku	
aku janji bakal terus sama kamu	I promise I'll stay with you
aku mau ngomong, maaf ya udah buat	I want to say, sorry for getting you jealous, just
kamu cemburu, kamu percaya ya sama aku	trust me, okay
denger ya, udah kejar aja	listen me, chase him
Rasya kan sukanya sama Naura, Yah	Rasya just likes Naura, Dad
Alina, kamu ini kan cantik, baik, kalau	Alina, you're pretty and kind, if Rasya gets to
Rasya kenal kamu lebih dalam dan	know you better, what does that mean? He
lebih baik lagi, artinya apa? dia suka	likes you.
sama kamu	

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A cut of Episode 401

BSU	BSA
siapa ya yang udah curi sembako itu?	who stole the groceries?
loh tante, apa kabar?	hey, how are you?
Baik	Im great
oh ya Tante ngapain repot repot datang	aunt, why did you bother to come here?
ke sini	
Tante tuh pengen ngundang kamu ke	I want to invite you to my wedding anniversary
acara pesta ulang tahun pernikahan	party, which will be held at my aunt's
Tante dan Om, acaranya diadakan di	restaurant.
restoran tante	
sebelumnya makasih Tante, tapi apa	Thank you for the invitation, but does Praja
Om Praja masih mau ngeliat aku?	still want to see me?
mau dong, Om Praja sekarang udah	Of course, Praja has changed, you can
berubah kamu pasti boleh datang	definitely come
yaudah kalau gitu Tante, Insyaallah	Alright then, Inshallah I'm coming
aku datang	
benar ya, Tante tunggu kehadirannya.	I'm waiting for you, I'm leaving now,
Ya udah tante pamit dulu ya,	Assalamualaikum
Assalamualaikum	EKNIK

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Internship Sertificate

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MSIB Kampus SERTIFIKA NIM: 2108411039 / ID KEGIATAN: 7801957 atas partisipasinya sebagai peserta dan telah menyelesaikan kewajibannya dalam program Magang Bersertifikat Angkatan 6 PT Surya Citra Media Tbk Ketua Pelaksana Kampus Merdeka Drs. Gugup Kismono, M.B.A., Ph.D. NIP 19637051989111001 POLITEKNIK NEGERI JAKARTA