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REPORT FIELDWORK PRACTICE



TRANSLATION OF JOURNALISTIC TEXTS IN DETIKCOM

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**ENGLISH FOR BUSINESS AND PROFESSIONAL COMMUNICATION
(BISPRO) STUDY PROGRAMME, MAJORING IN COMMERCIAL
ADMINISTRATION
JAKARTA STATE POLYTECHNIC**

DEPOK

2024



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CHAPTER 1

INTRODUCTION

1.1 Background

Politeknik Negeri Jakarta (PNJ), formerly known as Politeknik UI, is a public university with the status of a Public Service Agency (BLU) and adheres to the Merdeka Belajar Kampus Merdeka (MBKM) programme. Quoted from Antara News (2022), Dr.Sc. H. Zainal Nur Arifin, Former Director of Politeknik Negeri Jakarta, said that the Merdeka Belajar Kampus Merdeka (MBKM) policy is in line with the programme implemented at PNJ. This MBKM policy is considered to be able to improve soft skills that are not obtained on campus, so PNJ strongly supports the implementation of this programme (Lantara, 2022).

Kampus Merdeka is a policy issued by the Ministry of Education, Culture, Research, and Technology (Kemendikbudristek), which provides opportunities for students to carry out activities outside the study programme for one semester or the equivalent of 20 credits (Fadhol, 2023). The MBKM programme offers various types of activities, including Certified Independent Study Internships, Teaching Campus, Indonesian International Student Mobility Awards (IISMA), and Independent Internships (Kampus Merdeka, n.d.).

Independent Internship is an activity carried out outside of lecture activities with full support from Politeknik Negeri Jakarta. This programme is intended for 6th semester students, where they are given the freedom to choose PKL partners that are in accordance with the specialisation of the English for Business and Professional Communication Study Programme.

The Diploma 4 English for Business and Professional Communication (BISPRO) Study Programme is one of the study programmes under the



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Commercial Administration Department of Politeknik Negeri Jakarta. According to a brief interview with the Head of the BISPRO Study Programme, Dr. Dra. Ina.Sukaesih, Dipl. TESOL, M.M., M.Hum, it was confirmed that the BISPRO Study programme issued a policy for its students to carry out PKL for a minimum of 4 (four) months with the provision that students must carry out PKL activities related to text or writing and translation (Sukaesih, 2024).

The reason for choosing Detikcom, which is part of Transmedia, one of the largest media companies in Indonesia, is very relevant to the English for Business and Professional Communication (BISPRO) Study Programme at Politeknik Negeri Jakarta (PNJ). One of the main courses in BISPRO is "Journalistic Translation," which focuses on the ability to translate journalistic content from foreign languages to Indonesian or vice versa, while maintaining the accuracy of information and a distinctive journalistic style.

As the leading digital news platform in Indonesia, Detikcom provides a space to practice these skills directly, especially in translating international news, compiling English articles, and delivering information that is easily understood by a wide audience. Detikcom also has a dynamic and innovative working environment, which is in line with the competencies of BISPRO graduates who are formed to be able to communicate professionally in various business sectors, including media.

On the other hand, PNJ as an institution that supports the Merdeka Belajar Kampus Merdeka (MBKM) policy provides opportunities for students to intern at large companies such as Detikcom. This creates a synergy between PNJ's vision to prepare graduates who are ready to work with the needs of the media industry such as Detikcom, which continues to grow along with advances in technology and communication. With the experience gained from internships at Detikcom, BISPRO students can hone their English, journalism, and business communication skills that are relevant to the real world of work.



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1.2 Scope of Internship

The scope of the author during his internship carried out activities such as:

- Perform copywriting activities.
- Translate some including
- Conduct research related to problems that occur in several divisions in the media.

1.3 Time and Place of Implementation

The author started his internship starting from 09 September to 31 December 2024. This internship was held at Trans TV Building, Jl. Kapten Tendean No.2, RT.2/RW.2, Mampang Prpt., Kec. Mampang Prpt., South Jakarta City, Special Capital Region of Jakarta 12790.

1.4 Objectives and Benefits

The following revises the objectives and benefits to make them more aligned and relevant:

Internship Objectives

The objectives of this internship, when referring to the BISPRO PKL guidelines, include the following:

1. Understand the process of professional journalistic translation, especially in media companies such as Detikcom, to apply the skills learnt during lectures.
2. Develop practical skills in translating news from English to Indonesian or vice versa, paying attention to context, language style, and accuracy of information.



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3. Improve business and journalistic communication competencies, both written and verbal, that can support careers in the media and communications industry.

4. Gain the ability to analyse news texts to do copy writing in a short period of time.

Benefits of Internship

1. Benefits to the Author:

- Broaden insight and understanding of the dynamics of the world of work in the digital media industry.
- Practise critical thinking and decision-making skills when translating or compiling journalistic content.
- Hone interpersonal skills, such as building relationships with various parties, which is useful for supporting professionalism in the workplace.
- Able to hone public speaking skills well in front of mentors and related colleagues.

2. Benefits for Other Students:

- Inspire fellow students to choose PKL partners that are relevant to their field of study.
- Become a reference in understanding the importance of internship experience to connect lecture theory with real practice in the industry.

3. Benefits for Campus (PNJ):

- Strengthening PNJ's reputation, especially the BISPRO Study Programme, as an institution that produces competent graduates in the fields of language, business communication, and journalism.



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Help the campus establish good relationships with industry partners, such as Detikcom, to increase opportunities for future collaboration.





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CHAPTER IV CLOSING

4.1 Conclusion

The internship experience in the *Research Operational* division has provided the author with valuable insights into the dynamics of the professionals. translation world, especially in the context of the media industry. The assignments given, especially the translation of personnel documents, have enabled the author to hone her text analysis skills, choose the right translation method, and produce accurate translations. In addition, this internship is also a valuable opportunity for the author to apply translation theories learnt in lectures in a real work context. Collaboration with the *Research Operational* team also improved the author's cooperation skills and provided a deeper understanding of the work dynamics in a media company.

During the internship, the author realised the importance of accuracy in translation, especially in official documents. However, the author also feels that there are some things that could be improved, such as the opportunity to engage in different types of translation tasks and a longer internship duration. With a variety of tasks, the author believes she can develop more comprehensive skills. Meanwhile, a longer internship duration would give the author enough time to explore more aspects of translation.

As a suggestion, the internship programme can be improved by providing opportunities for students to engage in different types of translation tasks, as well as providing mentors who can provide more intensive guidance. In addition, an extension of the internship duration could also be considered.

This internship experience has opened the author's horizons about the world of translation. I hope to continue developing my skills in this field and contribute to advancing the media industry in Indonesia.



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4.2 Suggestions

4.2.1 Enhancement of Internship Programme

Politeknik Negeri Jakarta needs to continue to improve the quality of the internship programme by establishing wider cooperation with various agencies both media and Politeknik Negeri Jakarta.

This will provide more choices and opportunities for students to gain diverse experiences relevant to their field of study.

4.2.2 Non-academic skills training

Degree programmes can add more in-depth training on non-academic skills required in the world of work, such as effective communication, management time management and critical thinking.

This training course will help students be better prepared and more confident when facing the challenges of the working environment.

4.2.3 Improve facilities and access to information

Politeknik Negeri Jakarta can improve facilities and access to information related to internship opportunities, including information on procedures, requirements and tips for success internships. Providing an integrated digital platform or information system will make it easier for students to find and apply for internships.



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APPENDIX

MONTHLY LOGBOOK TABLE

Month List	Activities
First Month	<ul style="list-style-type: none">- Introduction to the research department and divisions on Level 8.- Conduct research related to the needs of the detikcom website- Create a survey link about the project in the form of a google form to be sent to the detikcom website
Second Month	<ul style="list-style-type: none">-Doing translation for certain news, especially colleagues who make news for the "detiknews" channel.-Testing the latest version of the detikcom app prototype-Conduct interviews with several detikcom users regarding satisfaction in using the homepage on the detikcom website.
Third Month	<ul style="list-style-type: none">-Translated and summarised the research results of one of the projects being undertaken for presentation to peers and colleagues.-Undergoing quality control related to ongoing research by contacting



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	several detikcom users online through the video meeting application.
Fourth Month	-Focused on doing the last project, which was to analyse user needs and seek references from outside media.

TRANSLATION APPENDIX TABLE 1:

BSu	BSa
<p>More than 'just the facts': How news audiences think about 'user needs'</p> <p>Dr Richard Fletcher 17th June 2024</p> <p>It is sometimes assumed that the public neither wants nor needs anything more than 'just the facts' from the news media. The perceived value of pure facts - uncontaminated by bias, free of unnecessary subjectivity, not weighed down by context and nuance - has a powerful hold on the public imagination, and extends into many areas of cultural life beyond the news media. However, a long history of academic media research has shown that people find value in news consumption in ways that go well beyond the factual information it provides. Back in the 1940s, Bernard Berelson (1949) described how people living in New York felt a sense of companionship and connectedness from reading the newspaper, and from the 1970s onwards, researchers have detailed a wide range of 'uses and gratifications' - such as entertainment and escapism - that people can find through news or other forms of media use.</p> <p>Today, many news organisations incr</p>	<p>More than just 'facts': How news audiences think about 'user needs'</p> <p>Dr Richard Fletcher 17 June 2024</p> <p>It is sometimes assumed that the public does not want or need anything other than 'facts' from the news media. The perceived value of pure fact - uncontaminated by bias, free from unnecessary subjectivity, unencumbered by context and nuance - has a powerful influence on the public imagination, and extends to many areas of cultural life beyond the news media. However, a long history of academic media research has shown that people find value in news consumption in ways that go far beyond the factual information it provides. In the 1940s, Bernard Berelson (1949) described how people living in New York felt a sense of camaraderie and connectedness from reading newspapers, and from the 1970s onwards, researchers have detailed the wide range of 'uses and gratifications' - such as entertainment and escapism - that people can find through news or other forms of media use. Today, many news organisations increasingly consider the needs of their audiences carefully, basing their understanding using tools such as the 'user needs model', originally developed at the</p>



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<p>easily think carefully about the needs of their audience, grounding their understanding using tools like the 'user needs model', originally developed at the BBC and later evolved by Dmitry Shishkin and others, structuring and classifying content in terms of how well it satisfies people's basic needs like knowledge and understanding, through specific user needs such as 'inform me', 'divert me', and 'give me perspective'. This model differs from uses and gratifications theory in many ways, but what they both share is the core idea that people want a variety of things from the news media, and they might want different things at different times.</p> <p>The user needs model is just one way for news organisations to better understand their audience, but it has been widely adopted in many different newsrooms around the world to guide their thinking and structure their output. In this year's survey we asked a series of questions about what people want from the news media, and how well they think they do at providing it, informed by the different needs identified by the model. User Needs 2.0 has identified eight needs people have from news (e.g., 'update me', 'keep me engaged'), which sit in four categories of more basic needs (see the following table), which we might think of as fundamental drivers or motivations.¹ We therefore asked respondents about the importance of each user need to them ('Thinking about the role that news plays in your life, how important or unimportant are each of the following?') and how well the news media do in providing it ('Thinking about the role that news plays in your life, in your opinion how good or bad is the news media at providing you with each of the following?'). The analysis for this chapter will discuss both basic needs and specific user needs</p>	<p>BBC and later expanded by Dmitry Shishkin and others, which structures and classifies content based on how well it meets people's basic needs such as knowledge and understanding, through specific user needs such as 'inform me', 'distract me', and 'give me perspective'. This model differs from usability and satisfaction theory in many ways, but both share the same core idea that people want different things from news media, and they may want different things at different times. The user needs model is just one way for news organisations to better understand their audience, but it has been widely adopted in many newsrooms around the world to guide their thinking and structure their output. In this year's survey, we asked a series of questions about what people want from the news media, and how well they think they provide it, informed by the various needs identified by the model. User Needs 2.0 has identified eight needs that people have from news (e.g., 'keep me informed', 'keep me engaged'), which sit within four more fundamental categories of needs (see the following table), which we might think of as fundamental drivers or motivations.¹ Therefore, we asked respondents about the importance of each user need to them ('Thinking about the role that news plays in your life, how important or unimportant do you think each of the following is?') and how well the news media does in providing them ('Thinking about the role that news plays in your life, how good or bad do you think the news media does in providing you with each of the following?'). The analyses in this chapter will address both basic and specific user needs.</p>
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TRANSLATION APPENDIX TABLE 2:

BSu	BSa
<p>Artha Graha Peduli & Artha Graha Network Join WOW Indonesia Festival in the US Hana Nushratu - detikNews Monday, 26 Aug 2024 10:58 WIB</p>  <p>Photo: doc. Artha Graha</p> <p>Jakarta - Artha Graha Peduli (AGP) and Artha Graha Network (AGN) directly participated in the 'WOW INDONESIA! Festival 2024' organised by the Indonesian Ministry of Foreign Affairs (Kemenlu) on 22-26 August 2024 at Pennsylvania Avenue, Washington DC, United States (US). This participation is one of Artha Graha Peduli's and Artha Graha Network's commitments to enliven and celebrate Indonesia's 79th Independence Day and 75 years of Diplomatic Friendship between Indonesia and the USA.</p> <p>The event includes a Knowledge Forum, a festival, and a Business Forum. The Knowledge Forum will be held on 22 August by the World Bank Group, with a topic that will discuss the development and growth of the Indonesian economy, especially the development of the green economy.</p> <p>Furthermore, a massive celebration will be held in the form of a Festival on 25 August, where various art activities, ranging from fashion to artist performances such as Warren Hue, Andien, and Stephanie Poetri, showcasing young talents from the country.</p>	<p>Artha Graha Peduli and Artha Graha Network Join WOW Indonesia Festival in the US Hana Nushratu - detikNews Monday, August 26, 2024 10:58 AM West Indonesia Time</p>  <p>Photo: Courtesy of Artha Graha</p> <p>Jakarta - Artha Graha Peduli (AGP) and Artha Graha Network (AGN) are proudly participating in the "WOW INDONESIA! Festival 2024", organised by the Indonesian Ministry of Foreign Affairs (Kemenlu), from August 22 to 26, 2024, on Pennsylvania Avenue, Washington, D.C., United States.</p> <p>This participation underscores Artha Graha Peduli and Artha Graha Network's commitment to celebrating Indonesia's 79th Independence Day and marking 75 years of diplomatic relations between Indonesia and the United States.</p> <p>The festival features a variety of events, including a Knowledge Forum, Cultural Festival, and Business Forum. The Knowledge Forum, set for 22 August and hosted by the World Bank Group, will delve into Indonesia's economic development, particularly its transition towards green growth and sustainability.</p> <p>On 25 August, the event will culminate in a grand cultural festival showcasing Indonesian arts, fashion, and musical performances. Highlighted artists include rising stars Warren Hue, Andien, and Stephanie Poetri, who will bring Indonesia's vibrant youth talent to the international stage.</p>



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The event will close with a Business Forum on 26 August with the theme 'Elevating Indonesia-US Economic Relations Under the Comprehensive Strategic Partnership'.

"I am at the Wow Indonesia festival to celebrate 75 years of diplomatic relations between Indonesia and the United States. And one of our partners is from Artha Graha Group," explained Foreign Minister Retno Marsudi, in a written statement, Monday (26/8/2024).

"So it is a success to bring America closer to Indonesia in terms of people to people and also business. Thank you," she continued.

Indonesia and the US have been in diplomatic relations since 1949, when the US recognised Indonesia's independence and sovereignty. Over the years the two countries have supported each other politically, economically and in countering terrorism.

The partnership benefits both countries and fosters the growth of international relations.

"We Artha Graha Peduli and Artha Graha Network are honoured to participate in the WOW Indonesia Festival 2024 event. We hope that this bilateral cooperation will be better in maintaining diversity, democracy and prosperity," explained Artha Graha Network-WOW Indonesia Event Chair Kent Dixon.

"We believe that this event will not only introduce the beauty of Indonesian tourism, but will also foster love for the country on the momentum of Indonesia's independence day. While it is recognised that Indonesia's

The festival concludes on 26 August with a Business Forum themed *"Elevating Indonesia-US Economic Relations Under the Comprehensive Strategic Partnership"*, reflecting a shared vision to strengthen bilateral trade and investment ties.

"I am here at the WOW Indonesia Festival to commemorate 75 years of diplomatic relations between Indonesia and the United States. One of our key partners is Artha Graha Group," stated Indonesian Foreign Minister Retno Marsudi in a written statement on Monday (26/8/2024).

"This festival brings us closer, bridging people-to-people connections and fostering business relations between the two countries. We thank all stakeholders for their support," she added. Strengthening Indonesia-US Diplomatic Ties

Indonesia and the United States have maintained formal diplomatic relations since 1949, when the US officially recognised Indonesia's independence and sovereignty. Over the decades, both nations have strengthened ties across political, economic, and counterterrorism sectors, fostering mutually beneficial partnerships and enhancing global cooperation.

"We at Artha Graha Peduli and Artha Graha Network are honoured to take part in the WOW Indonesia Festival 2024," said Kent Dixon, Chairman of Artha Graha Network-WOW Indonesia.

"This event not only highlights Indonesia's tourism beauty but also inspires patriotism during our Independence Day celebrations. While Indonesia's independence is now 79 years strong, our diplomatic relations with the United States have flourished over 75 years," Dixon continued.

Kent emphasised that this festival is an opportunity to advance bilateral cooperation for a brighter shared future.



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independence is 79 years old, diplomatic relations between Indonesia and the United States have only been (running) for 75 years," he continued.

Kent added that this is an opportunity for Indonesians to enhance future bilateral cooperation between America and Indonesia.

Through exhibition activities at certain festivals, Artha Graha Peduli (AGP) and Artha Graha Network (AGN) along with other business units such as Tambling Wildlife Nature Conservation, Bank Artha Graha Internasional, PT Jakarta International Hotels & Development, Hotel Borobudur Jakarta, PT. Development, Hotel Borobudur Jakarta, PT Pasifik Agro Sentosa, PT Danayasa Arthatama, Gulavit, Takokak, SCBD and Electronic City contributed by participating directly in Washington DC by introducing Artha Graha Peduli (AGP) conservation and sustainability programmes such as Sumatran tiger conservation at Tambling Wildlife Nature Conservation (TWNC), mangrove forests, and others.

This is a form of our contribution to fostering the spirit of patriotism and remembering the struggle of the heroes in gaining Indonesia's independence.

"We want to introduce the uniqueness of each of our business units, with a focus on sustainable business or Green Business. One of them is the Tambling Wildlife Nature Conservation (TWNC) conservation area, which reflects our commitment to the environment," Kent explained.

"In addition, we will also offer Indonesian tourism promotion

Promoting Sustainability and Green Business Initiatives

During the festival, Artha Graha Peduli (AGP) and Artha Graha Network (AGN), alongside their business units-including Tambling Wildlife Nature Conservation, Bank Artha Graha International, Hotel Borobudur Jakarta, PT Pasifik Agro Sentosa, SCBD, and Electronic City-will spotlight their conservation and sustainability programmes.

Key initiatives include the preservation of Sumatran tigers at Tambling Wildlife Nature Conservation (TWNC), mangrove forest restoration, and other sustainable projects aimed at environmental preservation and climate resilience.

"We aim to showcase the uniqueness of our business units, with a strong focus on sustainable and green business practices," said Dixon. "One standout initiative is the Tambling Wildlife Nature Conservation (TWNC), which exemplifies our unwavering commitment to environmental stewardship."

Additionally, AGP and AGN will introduce exclusive Indonesian tourism packages, highlighting must-visit destinations such as Jakarta, Tambling, Pantara Island, and Bali.

Notable Attendees

The WOW Indonesia Festival 2024 will also be graced by prominent figures, including Indonesia's Minister of Cooperatives and SMEs Teten Masduki, Deputy Governor of Bank Indonesia Filianingsih Hendarta, and former Minister of Tourism and Creative Economy Wishnutama Kusubandio.

For further details, visit Artha Graha Peduli's official Instagram account at [@agpeduli](#), their official website www.arthagrahapeduli.org, or contact (021) 21-5080-8828.



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packages, covering exciting destinations such as Jakarta, Tambling, Pantara Island and Bali," he added.

For information, this event was also attended by Minister of Cooperatives and MSMEs EI Teten Masduki, Deputy Governor of Bank Indonesia Filianingsih Hendarta, Former Parekraf Minister Wishnutama Kusubandio and others. For more information, please visit Artha Graha Peduli Official Instagram @agpeduli or the official website www.arthagrahapeduli.org and phone number (021) 21-5080-8828.

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