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## INTERNSHIP REPORT



### ANALYSIS OF TRANSLATION APPLICATION IN DIGITAL MARKETING AT PT BIGTREE TECHNOLOGY INDONESIA

By:

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2108411046

ENGLISH FOR BUSINESS AND PROFESSIONAL  
COMMUNICATION

ADMINISTRASI NIAGA

DEPOK

2024



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1. Judul laporan

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BIGTREE TECHNOLOGY  
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5. Durasi PKL

: 29 Oktober – 29 Januari

6. Lokasi PKL

: BigTree Technology Indonesia

Depok, 25 November 2024

Mengetahui :

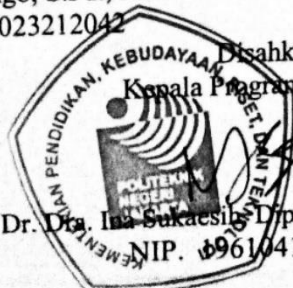
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## PREFACE

All praise and gratitude are addressed to God Almighty for His abundant blessings and grace, which have enabled me to complete this Field Work Practice (INTERNSHIP) report conducted at PT BigTree Technology Indonesia. This report is the result of learning, practical experience, and observation. Therefore, with great respect, I would like to express my gratitude to:

1. **Farizka Humolungo, S.Pd., M.A**, as my academic supervisor, who has consistently provided suggestions, guidance, and corrections throughout the process of preparing this report.
2. **Eko Nugroho**, as the main mentor at PT BigTree Technology Indonesia, who has shared valuable insights and guidance on project management and digital business strategies.
3. The entire management and staff of **PT BigTree Technology Indonesia**, for their opportunity, support, and valuable experiences during the Internship period.
4. My parents and family, for their continuous prayers, encouragement, and unwavering support, both morally and materially, which enabled me to complete this report.
5. My fellow interns and other student colleagues, who have shared experiences, ideas, and motivation during this collaborative learning process.

I am fully aware that this report is far from perfect. I sincerely hope that this report will be useful for all relevant parties, particularly in contributing to the development of knowledge in the fields of information technology and digital project management.

Depok, 26 November 2024

Alfin Amirul Ahmad



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## CHAPTER 1 INTRODUCTION

### 1.1 Background

Field Work Practice (INTERNSHIP) is a crucial component in higher education curricula, particularly for students of the English for Business and Professional Communication Study Program. This program is designed as a bridge between the theoretical knowledge acquired in academic settings and the practical application in real-world professional environments. Through INTERNSHIP, students are given the opportunity to directly experience the dynamics of professional work, hone practical skills, and broaden their perspectives, which will be beneficial for their future careers.

As English increasingly serves as a global language, particularly in the context of business and professional communication, graduates of this study program are expected to excel in their communication skills. These competencies encompass mastery of English in various business scenarios, both verbally and in writing. This demand has become even more relevant in light of technological advancements and globalization, which foster cross-border collaboration.

This Internship report focuses on analyzing the application of translation in digital marketing within PT BigTree Technology Indonesia, reflecting the integration of language skills in a professional context. It highlights the importance of English proficiency in navigating the challenges and opportunities of the global business environment.

PT BigTree Technology Indonesia is a company specializing in digital marketing, with a primary focus on platforms like TikTok and Shopee. The company offers a variety of innovative marketing services, ranging from content marketing strategies to the management of digital campaigns designed to help clients expand their market reach and boost sales.



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In its operations, effective business communication plays a pivotal role in building relationships with partners, clients, and audiences across various digital platforms. This highlights the need for precise and professional communication, including the use of translation to cater to diverse target audiences in a global marketplace.

The author chose PT BigTree Technology Indonesia as the location for Field Work Practice (INTERNSHIP) to gain firsthand understanding of how business communication strategies are implemented in the dynamic world of digital marketing. Through this experience, the author aimed to learn about content management processes, campaign development, and the application of English language skills in business interactions, both internally and externally, especially within the context of global platforms like TikTok and Shopee.

Additionally, the author sought to explore the role of professional communication in supporting the success of digital marketing campaigns while gaining a deeper understanding of workplace dynamics in the highly competitive creative industry.

This INTERNSHIP report has been compiled to document activities, experiences, and learning outcomes during the Internship. It also aims to evaluate the skills acquired and analyze how these experiences have contributed to the author's development as a prospective professional in the field of business communication and digital marketing.

The author hopes that this report will benefit other students preparing for their own INTERNSHIP experiences and serve as a reference for the organization of future INTERNSHIP programs.

## 1.2 Scope

This Field Work Practice (INTERNSHIP) report encompasses several key aspects related to the activities undertaken by the author during the Internship at PT BigTree Technology Indonesia. The scope includes the following:





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**a) Field of Activity**

The focus of the INTERNSHIP activities is on digital marketing, specifically on platforms like TikTok and Shopee. This includes content management, marketing campaign strategies, and performance analysis of campaigns. The author was involved in various activities supporting the marketing process, both operationally and in terms of communication.

**b) Implementation of Business Communication**

This report covers the implementation of business communication, both internally with the team and externally with clients or business partners. The author explored how English language skills are utilized in creating marketing materials, communicating with international clients, and producing professional campaign reports..

**c) Digital Content Management**

The author studied and participated in the processes of creating, editing, and publishing content for digital platforms. This included writing captions, creating product descriptions, and collaborating with the creative team to ensure content quality aligned with the specified marketing strategy..

**d) Campaign Analysis and Reporting**

The INTERNSHIP scope also includes the analysis of marketing campaign data, such as audience engagement rates and sales results on Shopee and TikTok platforms. The author learned how to structure reports that contribute to the evaluation of campaign effectiveness.

**e) Professional Skill Development**

The INTERNSHIP activities were also focused on developing soft skills, such as communication abilities, time management, and teamwork. The author gained insights into work ethics and the dynamics of the digital marketing industry..

With this scope, the INTERNSHIP report is expected to provide a clear overview of the author's role and contribution during the Internship, as well as how this experience is relevant to the fields of business communication and digital marketing.



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### 1.3 Time and Location of Implementation

The Field Work Practice (INTERNSHIP) was conducted at the following time and place:

Time of Implementation	: 29 September sampai dengan 29 Desember
Company	: BigTree Technology Indonesia
Address	: Jl. Pangeran Tubagus Angke, RW.1, Pejagalan, Kec. Penjaringan, Jkt Utara, Daerah Khusus Ibukota Jakarta 14450

### 1.4 Objectives and Benefits

#### 1.4.1 Objectives

The Field Work Practice (INTERNSHIP) at PT BigTree Technology Indonesia aims to:

- Apply Theoretical Knowledge**  
Integrate the knowledge and theories acquired during academic studies, especially in business communication and digital marketing, into practical work experiences within the industry.
- Understand the Dynamics of the Digital Marketing Industry**  
Gain insights into the operations of a company specializing in digital marketing, particularly on platforms like TikTok and Shopee, and understand the challenges and opportunities within this sector.
- Enhance Business Communication Skills**  
Develop professional communication skills, both verbal and written, in English and Indonesian, to support marketing strategies and relationships with clients or business partners.
- Increase Technological Competence**  
Learn and apply relevant digital marketing technologies, including content





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management, campaign performance analysis, and the use of digital marketing tools.

**e) Develop Professional Skills**

Improve soft skills such as time management, teamwork, and problem-solving, which are essential in a dynamic work environment.

#### 1.4.2 Benefits

**1. For the Author**

a) Gain real-world work experience that strengthens both technical and professional skills.

b) Understand digital marketing practices in depth, from content creation to campaign analysis.

c) Build a relevant portfolio that aligns with the digital marketing industry.

**2. For PT BigTree Technology Indonesia**

a) Receive direct contributions from the author through support in executing marketing campaigns.

b) Gain fresh perspectives from a student on content management and communication strategies.

**3. For the Study Program**

a) Serve as a reference to strengthen the curriculum's relevance to industry needs.

b) Provide feedback that can be used to improve the INTERNSHIP program for future students.

The objectives and benefits outlined are expected to provide added value, both for the individual and the related institutions, as well as to support the development of students' professionalism in preparing for the workforce

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## CHAPTER IV

### CONCLUSION AND SUGGESTIONS

#### Conclousion

Based on the analysis conducted during the Field Work Practice (INTERNSHIP) at PT BigTree Technology Indonesia, it can be concluded that translation plays a crucial role in supporting digital marketing campaigns, especially on platforms like TikTok and Shopee. The translation process goes beyond simply converting language from the source text to the target text; it ensures that the conveyed message is relevant, engaging, and capable of reaching a global audience effectively.

The translation techniques applied, such as adaptation, modulation, equivalence, and description, help align the campaign message with the cultural preferences and communication styles of the target audience. In digital campaigns, translation is not only aimed at conveying the correct meaning but also at considering the emotional appeal that motivates the audience to engage more actively, such as making purchases or providing positive feedback on the product.

Although the translation process in digital marketing has been successful, several challenges need to be considered. Cultural context differences often require additional adjustments, both in language and the style of delivery. Moreover, the pressure to complete translations quickly without sacrificing quality is a major challenge. However, through effective collaboration between the translation team, creative team, and marketing team, these challenges can be overcome effectively.

Overall, translation in the digital marketing campaigns at PT BigTree Technology Indonesia has made a significant contribution to the success of the campaigns. The translation techniques used have been able to create effective and relevant messages that attract the target audience and increase product sales conversions.

#### Suggestions

To improve the effectiveness of translation in future digital marketing campaigns, PT BigTree Technology Indonesia should take several strategic steps. First, the company can invest more time and resources into developing the capacity of the translation team through training focused on creative translation techniques and understanding the culture of the target audience. This training is essential to ensure that the translation team is adequately equipped to handle complex and persuasive content.





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Second, the company is advised to leverage modern translation technologies, such as AI-based translation tools or professional translation software. These technologies not only speed up the workflow but also help maintain consistency in terminology across various campaigns. This way, the translation process becomes more efficient without compromising on quality.

Third, PT BigTree Technology Indonesia may also consider conducting content testing before officially launching the campaigns. This testing involves a small group of the target audience to measure the effectiveness of the translated message in attracting attention and encouraging action. Feedback from the audience can be used to refine or adjust the content before it is widely launched.

Additionally, the company should conduct regular evaluations of the translation strategies that have been used. This evaluation could include an analysis of the effectiveness of the translated content in terms of audience engagement levels and its impact on product sales. The results of these evaluations can serve as a basis for improving translation quality and developing more effective strategies moving forward.

The final step that can be taken is to enhance coordination between the translation team, creative team, and marketing team. With better coordination, all parties can share information regarding campaign objectives, audience preferences, and other important aspects that can improve the relevance and appeal of the translated message.

By implementing these steps, PT BigTree Technology Indonesia can strengthen the quality of their digital marketing campaigns, reach a wider audience, and enhance their competitiveness in the global market. Successfully managing effective translation will be a key factor in creating successful and highly engaging campaigns.



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## APPENDICES

### Script Untuk Content Video

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Indonesia version						
	Scene pembukaan	Narasi dengan Grafis & Animasi Teks	Promo Spesial	Garansi & Testimoni Pelanggan	Ajakan untuk bertindak	Scene penutup
Script video 12 ps 1	Hi, semua! Kali ini aku mau kenalin produk terbaik untuk kamu, yaitu *celana dalam dan boxer pria dari Didwill*. Nyaman banget dipakai, stylish, dan pastinya harganya terjangkau. Dengerin baik baik, karena ada promo spesial yang cuma berlaku untuk kalian!"	"Kenapa harus pilih Didwill?" 1CT "Gakun kembang & elastis" 2CT "Modern & stylish design" 3CT "Tidak bikin iritasi kulit" 4CT "Nyaman dipakai sepanjang hari"	"Dan sekarang, ini ada promo spesialnya! Kalau kamu beli *12 pcs celana dalam atau boxer Didwill, kamu akan dapat ***1 pcs GRATIS! Yes, beli 12, dapat 1! Hemat banget, kan?"	"Masih ragu? Tenang aja, Didwill kasih garansi untuk kamu! Kalau kamu nggak puas setelah mencoba 1 pcs selama 7 hari, kamu bisa kembalikan semuanya dan uang kamu akan dikembalikan. Ngak heran, produk ini sudah jadi pilihan ribuan pelanggan yang puas!"	"Jangan tunggu lama lama, guys! Langsung klik sekarang juga, checkout Didwill, dan nikmatin kenyamanan luar biasa. Promo beli 12 gratis 1 jadi, buruan order sekarang!"	"Terima kasih sudah nonton video ini! Jangan lupa, pilih Didwill untuk kenyamanan maksimal setiap hari. Sampai jumpa di video berikutnya!"

English Version						
	Opening Scene	Narrative text with Grafis & Animation Tek	Special Promo	"Warranty & Customer Testimonials"	Call to Action	Closing Scene
Script video 12 ps 1	"Hi everyone! This time, I want to introduce the best product for you, which is Didwill men's underwear and boxers. They're super comfortable to wear, stylish, and definitely affordable. Listen closely because there's a special promo exclusively for you!"	"Why choose Didwill?" 1CT "Soft & elastic fabric" 2CT "Modern & stylish design" 3CT "Won't irritate your skin" 4CT "Comfortable to wear all day long!"	"And now, here's the special promo! If you buy *12 pieces of Didwill underwear or boxers, you'll get *1 piece FREE! That's right, buy 12, get 13! Such a great deal, right? But hurry, this promo is only valid for today!"	"Still unsure? Don't worry, Didwill offers a guarantee for you! If you're not satisfied after trying one piece for 7 days, you can return it and get your money back. No wonder this product has become the choice of thousands of satisfied customers!"	"Don't wait too long, guys! Click now, checkout Didwill, and enjoy incredible comfort. This Buy 12, Get 1 Free promo is only valid today and stocks are very limited. So, hurry and order now!"	"Thank you for watching this video! Don't forget, choose Didwill for maximum comfort every day. See you in the next video!"

NO	BSU	BSA
1	Scene pembukaan	Opening Scene
2	Hi, semua! Kali ini aku mau kenalin produk terbaik untuk kamu, yaitu *celana dalam dan boxer pria dari Didwill*. Nyaman banget dipakai, stylish, dan pastinya harganya terjangkau. Dengerin baik-baik, karena ada promo spesial yang cuma berlaku untuk kalian!"	"Hi everyone! This time, I want to introduce the best product for you, which is Didwill men's underwear and boxers. They're super comfortable to wear, stylish, and definitely affordable. Listen closely because there's a special promo exclusively for you!"
3	Narasi dengan Grafis & Animasi Teks	Narrative text with Grafis & Animation Teks
4	"Kenapa harus pilih Didwill?"	"Why choose Didwill?"

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	<p>1 <input type="checkbox"/> *Bahan lembut &amp; elastis*</p> <p>2 <input type="checkbox"/> *Desain modern &amp; stylish*</p> <p>3 <input type="checkbox"/> *Tidak bikin iritasi kulit*</p> <p>4 <input type="checkbox"/> *Nyaman dipakai sepanjang hari*</p>	<p>1 <input type="checkbox"/> Soft &amp; elastic fabric</p> <p>2 <input type="checkbox"/> Modern &amp; stylish design</p> <p>3 <input type="checkbox"/> Won't irritate your skin</p> <p>4 <input type="checkbox"/> Comfortable to wear all day long</p>
5	Promo Spesial	Special Promo
6	"Dan sekarang, ini dia promo spesialnya! Kalau kamu beli *12 pcs celana dalam atau boxer Didwill, kamu akan dapat **1 pcs GRATIS!* Yes, beli 12, dapat 1! Hemat banget, kan?"	"And now, here's the special promo! If you buy *12 pieces of Didwill underwear or boxers, you'll get *1 piece FREE! That's right, buy 12, get 13! Such a great deal, right? But hurry, this promo is only valid for today!"
7	Garansi & Testimoni Pelanggan	"Warranty & Customer Testimonials"
8	"Masih ragu? Tenang aja, Didwill kasih garansi untuk kamu! Kalau kamu nggak puas setelah mencoba 1 pcs selama 7 hari, kamu bisa kembalikan semuanya dan uang kamu akan dikembalikan. Nggak heran, produk ini sudah jadi pilihan ribuan pelanggan yang puas!"	"Still unsure? Don't worry, Didwill offers a guarantee for you! If you're not satisfied after trying one piece for 7 days, you can return it and get your money back. No wonder this product has become the choice of thousands of satisfied customers!"
9	Ajakan	Call to Action
10	"Jangan tunggu lama-lama, guys! Langsung klik sekarang juga, checkout Didwill, dan nikmati kenyamanan luar biasa. Promo beli 12 gratis 1 Jadi, buruan order sekarang!"	"Don't wait too long, guys! Click now, checkout Didwill, and enjoy incredible comfort. The 'Buy 12, Get 1 Free' promo is only valid today and stocks are very limited. So, hurry and order now!"
11	Scene penutuo	Closing Scene
12	"Terima kasih sudah nonton video ini! Jangan lupa, pilih Didwill untuk kenyamanan maksimal setiap hari. Sampai jumpa di video berikutnya!"	"Thank you for watching this video! Don't forget, choose Didwill for maximum comfort every day. See you in the next video!"



## Hak Cipta :



1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :

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Script Untuk host live

 <p>Indonesia Version</p>				
	Highlight product	Penawaran Special	Garansi Puas atau Uang Kembali	Ajakan untuk bertindak
Script Host Live 12 pcs 1	Celana dalam dan boxer dari Didwill ini terbuat dari bahan berkualitas tinggi, lembut, elastis, dan tentunya breathable, sehingga nyaman dipakai sepanjang hari. Bahannya mampu menyerap keringat dengan baik, jadi cocok banget buat kamu yang aktif atau sering berolahraga. Jahitannya juga rapi banget dan nggak bikin iritasi kulit. Nggak hanya itu, desainnya modern dan pas banget untuk menunjang aktivitas harian kamu. Mau gaya? Tetap nyaman! Didwill jawabannya!	"Dan ini dia *promo spesial hari ini!*. Kalau kamu beli *12 pcs celana dalam atau boxer Didwill, kamu akan mendapatkan *1 pcs GRATIS*! Yes, benar—beli 12, dapat 13! Jadi makin hemat, kan? Apalagi harga kita hari ini benar benar spesial banget, cuma di live ini aja!"	"Masih ragu? Tenang aja, Didwill kasih garansi untuk kamu! Kamu bisa coba dulu 1 pcs selama 7 hari. Kalau kamu nggak puas, kamu bisa kembalikan semuanya (12 pcs) dan kamu bisa mendapatkan 1 pcs secara free serta uang kamu akan dikembalikan. Tapi aku yakin kamu bakal suka, karena produk ini sudah jadi pilihan *ribuan pelanggan yang puas!*. Didwill selalu kasih yang terbaik buat kamu!"	"Jangan tunggu lama-lama, guys! Promo beli 12 gratis 1 ini hanya berlaku hari ini dan stoknya terbatas banget. Jadi langsung checkout sekarang juga sebelum kehabisan! Klik di bawah ini dan dapetin celana dalam dan boxer Didwill yang nyaman, berkualitas, dan super worth it!"
 <p>English Version</p>				
	Highlight product	Special offer	Satisfaction Guarantee or Your Money Back	Call to Action
Script Host Live 12 pcs 1	Didwill's underwear and boxers are made from high quality materials that are soft, elastic and, of course, breathable, ensuring all day comfort. The fabric effectively absorbs sweat, making it perfect for those who are active or often exercise. The stitching is also very neat and doesn't irritate the skin. Not only that, the design is modern and perfectly complements your daily activities. Want style? Stay comfortable? Didwill is the answer!	If you buy *12 pieces of Didwill underwear or boxers, you'll get *1 piece FREE! Yes, it's true—buy 12, get 13! So, it's even more economical, right? Especially since our prices today are truly special, available only during this live session!"	"Still hesitant? Don't worry, Didwill offers a guarantee for you! You can try 1 piece for 7 days. If you're not satisfied, you can return everything (12 pieces) and keep 1 piece for free, plus get your money back. But I'm sure you'll love it because this product has already become the choice of thousands of satisfied customers! Didwill always gives you the best!"	"Don't wait too long, guys! This buy 12 get 1 free promo is only valid today, and stocks are very limited. So, check out now before it's sold out! Click below and grab Didwill's comfortable, high quality, and super worth it underwear and boxers!"

NO	BSU	BSA
1	Highlight Product	Highlight Product
2	Celana dalam dan boxer dari Didwill ini terbuat dari bahan berkualitas tinggi, lembut, elastis,	Didwill's underwear and boxers are made from high-quality materials that are soft, elastic, and, of course,

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	dan tentunya breathable, sehingga nyaman dipakai sepanjang hari. Bahannya mampu menyerap keringat dengan baik, jadi cocok banget buat kamu yang aktif atau sering berolahraga. Jahitannya juga rapi banget dan nggak bikin iritasi kulit. Nggak hanya itu, desainnya modern dan pas banget untuk menunjang aktivitas harian kamu. Mau gaya? Tetap nyaman? Didwill jawabannya!	breathable, ensuring all-day comfort. The fabric effectively absorbs sweat, making it perfect for those who are active or often exercise. The stitching is also very neat and doesn't irritate the skin. Not only that, the design is modern and perfectly complements your daily activities. Want style? Stay comfortable? Didwill is the answer!
3	Penawaran Special	Special offer
4	"Dan ini dia *promo spesial hari ini*:  Kalau kamu beli *12 pcs celana dalam atau boxer Didwill, kamu akan mendapatkan **1 pcs GRATIS*! Yes, benar—beli 12, dapat 13! Jadi makin hemat, kan? Apalagi harga kita hari ini benar-benar spesial banget, cuma di live ini aja!"	If you buy *12 pieces of Didwill underwear or boxers, you'll get *1 piece FREE! Yes, it's true—buy 12, get 13! So, it's even more economical, right? Especially since our prices today are truly special, available only during this live session!"
5	Garansi Puas atau Uang Kembali	Satisfaction Guarantee or Your Money Back
6	"Masih ragu? Tenang aja, Didwill kasih garansi untuk kamu! Kamu bisa coba dulu 1 pcs selama 7 hari. Kalau kamu nggak puas, kamu bisa kembalikan semuanya (12 pcs) dan kamu bisa mendapatkan 1 pcs secara free serta uang kamu akan dikembalikan. Tapi aku yakin kamu bakal suka, karena produk ini sudah jadi pilihan *ribuan pelanggan yang puas!* Didwill selalu kasih yang terbaik buat kamu!"	"Still hesitant? Don't worry, Didwill offers a guarantee for you! You can try 1 piece for 7 days. If you're not satisfied, you can return everything (12 pieces) and keep 1 piece for free, plus get your money back. But I'm sure you'll love it because this product has already become the choice of thousands of satisfied customers! Didwill always gives you the best!"
7	Ajakan untuk bertindak	Call to Action
8	"Jangan tunggu lama-lama, guys! Promo beli 12 gratis 1 ini hanya berlaku hari ini dan stoknya terbatas banget. Jadi langsung checkout sekarang juga sebelum kehabisan! Klik di bawah ini dan dapetin celana dalam dan boxer Didwill yang nyaman, berkualitas, dan super worth it!"	""Don't wait too long, guys! This buy-12-get-1-free promo is only valid today, and stocks are very limited. So, check out now before it's sold out! Click below and grab Didwill's comfortable, high-quality, and super worth-it underwear and boxers!"