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## REPORT OF INTERNSHIP



### TRANSLATION OF BUSINESS TEXTS IN ANNUAL PRESENTATIONS AND PRODUCT GUIDES AT PT TOPINDO ATLAS ASIA

Afifah Fauziyah Wijayanti

2208411028

POLITEKNIK  
NEGERI  
JAKARTA

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

DEPOK

2025



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**STATEMENT OF APPROVAL**

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a. Title : Translation of Business Texts in the Annual Presentation and Product Data Sheet at PT Topindo Atlas Asia

b. Author  
1) Name : Afifah Fauziyah Wijayanti  
2) Student ID Number : 2208411028

c. Study Program : English for Business Communication and Professional

d. Department : Business Administration

e. Duration of Internship : 5 May – 21 November 2025

f. Place of Internship : PT Topindo Atlas Asia  
(Jl.Garuda No.32 Kemayoran, Jakarta Pusat  
10620 – Indonesia)

Jakarta, 17 November 2025

Supervisor of PNJ

Septina Indrayani, S.Pd., M.TESOL.  
NIP. 9202016020919810916

Supervisor of Industry/Company

Safira Hasanah, S.Ikom  
NIP. 19999241734

Approved by,

Head of BISPRO Study Program

Parizka Humotungo, S.Pd., M.A.  
NIP. 199103022023212042



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## PREFACE

All praise and gratitude are due to God Almighty for His grace and blessings, which have enabled the author to successfully complete this Internship Report. This report is written as a form of accountability for the internship activities conducted at PT Topindo Atlas Asia, as one of the academic requirements for completing studies at the Politeknik Negeri Jakarta. Therefore, the author would like to express his deepest gratitude and appreciation to:

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The author hopes that this report will be useful for various parties, especially for students who will carry out internship activities in the future.

Depok, December 12, 2025

Afifah Fauziyah Wijayanti

2208411028





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## CHAPTER I

### INTRODUCTION

#### 1.1 Background of Internship

Business texts constitute one type of professional text that possesses characteristics distinct from general texts. According to Bhatia (1993), business texts fall within the category of specialized genres that require the use of formal, concise, and goal-oriented language structures. Documents used in corporate operations, such as business presentation materials, cooperation proposals, and internal administrative documents, are written in technical language that is dense in meaning and serves specific communicative purposes. The sentence structures tend to be rigid, employ standardized diction, and frequently contain managerial, marketing, or administrative concepts that do not always have direct equivalents in the target language. Therefore, the translation of business texts requires not only linguistic accuracy but also a thorough understanding of the industrial context in which the documents are applied.

Furthermore, within the working environment of PT Topindo Atlas Asia, the need for translation arises because the company conducts marketing activities, business communication, and customer relations involving a broad scope of information. Several materials used for socialization, internal presentations, and communication with foreign partners contain business, marketing, and technical product terminology that must be conveyed accurately. Newmark (1988) emphasizes that professional text translation must maintain accuracy, clarity, and economy of language to ensure that the message and function of the text remain unchanged. Accordingly, translation is required so that information can be clearly understood by all relevant parties, potential misunderstandings can be avoided, and the conveyed message remains consistent with the company's communication objectives.





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Moreover, the translation of business documents demands a balance between fidelity to the source text and readability in the target text. Nida and Taber (1982) explain that effective translation must consider dynamic equivalence while preserving the message so that it remains easily comprehensible to the target audience. In the context of business texts, overly literal translations may result in sentences that are difficult to understand or unsuitable for marketing purposes, whereas overly free translations may risk altering the core meaning or strategic message of the company. Therefore, translators must be able to apply appropriate translation methods and techniques, whether semantic, faithful, communicative, or adaptive, to ensure that the translation remains accurate, acceptable, and functional in a professional context, particularly in the field of marketing communication at PT Topindo Atlas Asia.

Based on this background, this internship report focuses on business text translation activities carried out during the Internship (Field Work Practice) at PT Topindo Atlas Asia, specifically within the Marketing Division, Telemarketing Subdivision. This report describes the translation process, which includes the stages of analysis, transfer, and restructuring as outlined in the translation model proposed by Nida and Taber (1982), and explains the translation methods and techniques applied in completing documents related to the company's presentation materials and business communication. In addition, this report discusses the challenges encountered during the translation process as well as the strategies employed to overcome them.

Thus, the discussion presented in this report not only emphasizes the importance of business text translation in supporting clear and effective professional communication within a company, but also demonstrates how translation practices can be examined from an academic perspective. Through the preparation of an internship report entitled "Translation of Business Texts in Annual Presentations and Product Guides at PT Topindo Atlas Asia," it is expected that the findings will contribute meaningfully to the development of students' competencies in the English for Business and Professional Communication Study Program, particularly in the field of business document translation relevant to workplace demands.



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## 1.2 Scope of Activities

The internship program at PT Topindo Atlas Asia was conducted offline at the company's head office located in Central Jakarta. The scope of activities carried out during the internship included the following:

- a. translating formal business documents in the form of the "Presentation – China May 2025," which contains performance reports, marketing strategies, and the company's work programs;
- b. translating promotional documents in the form of Product Data Sheets (PDS) that describe the specifications, benefits, and advantages of TOP 1 products;
- c. creating promotional content using an engaging writing style (copywriting) to support the company's digital marketing activities;
- d. communicating with customers through telephone calls and digital messages using Qontak Customer Relationship Management (CRM), an application for managing customer data and interactions;
- e. managing the company's online marketplaces on Shopee and Tokopedia, including updating product information, responding to customer inquiries, and monitoring sales;
- f. assisting in recording and following up on customer complaints received via telephone or digital platforms; and
- g. compiling daily internship activity reports as a form of accountability and work documentation.

## 1.3 Duration and Place of Internship

The duration and location of the internship undertaken by the author are as follows:

Time : May 5 – November 5, 2025

Institution : PT Topindo Atlas Asia (TOP 1 Oil Indonesia)





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## 1.4 Objectives and Benefits

### 1.4.1 Objectives

The objectives of this PKL are as follows:

1. to understand the practice of translating formal business documents (annual presentations) and promotional documents (product data sheets) in the context of international communication;
2. to apply translation theories learned during academic studies, particularly in business and promotional writing, to real workplace documents;
3. to develop English language skills in conveying business messages accurately, attractively, and appropriately to the target audience;
4. to enhance technical skills in managing marketing documents such as presentations and product guides; and
5. to obtain hands-on work experience in business translation, customer communication, and digital marketing.

### 1.4.2 Benefits

The benefits of this internship program are as follows:

1. providing the author with practical experience in translating two types of business documents with different characteristics, namely formal and promotional texts;
2. assisting the author in understanding differences in translation strategies between corporate texts and product promotional texts;





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3. expanding the author's knowledge of technical and marketing terminology in the automotive industry;
4. training the author to produce accurate translations that are easy for readers to understand; and
5. preparing the author to be better equipped for the professional workforce with competencies in business translation and marketing communication.



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## CHAPTER IV

### CONCLUSION

#### 4.1 Conclusion

The fieldwork conducted at PT Topindo Atlas Asia focused on translating business texts such as presentation documents and *Product Data Sheets* (PDS), as well as other supporting activities such as customer service, marketplace management, and promotional content development. The translation process was carried out by referring to the stages of analysis, transfer, and restructuring so that the message from the source language could be transferred to the target language accurately and easily understood. In practice, the dominant translation methods used are semantic, faithful, communicative, and adaptation methods in accordance with the function of the document, while the techniques frequently used include literal, common equivalents, amplification, reduction, transposition, modulation, and borrowing.

During the translation process, several challenges arose related to the translation of technical terms, the formulation of promotional language style, terminology consistency, and accuracy in quantitative data in presentation documents. These challenges were overcome through the use of a technical glossary, the creation of internal style guidelines, the application of communicative methods, and re-verification of numerical data. With these strategies, the translated text remained accurate, consistent, and communicative in accordance with the company's needs.

Overall, the PKL activity provided direct experience in applying translation theory to real business texts, especially in the automotive industry context. This activity also developed language skills, understanding of technical terminology, and the ability to adapt promotional language styles relevant to corporate communication needs. Thus, this PKL contributed to improving students' professional competence in the field of business translation and marketing communication.





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## 4.2 Recommendations

For students who are going to do an internship, it is recommended that they prepare themselves by understanding business and technical terms relevant to the industry where they will be interning. Prior knowledge of presentation texts, promotions, and technical terminology will help the translation process run more smoothly. Students also need to familiarize themselves with reading bilingual business documents so that it is easier to adjust to the structure and style of language. Thus, translation skills can be applied more effectively.

For the internship institution, PT Topindo Atlas Asia, it is hoped that it will continue to provide opportunities for students to translate the company's strategic documents. Direct guidance from marketing staff or supervisors will help students understand professional standards in business document preparation. The provision of an internal glossary and examples of previous documents will also support consistency in technical terminology. In this way, the translation process will be more focused and efficient.

For the author of this report, the results of this internship serve as an important basis for improving translation skills in the context of business and marketing. This experience shows that translation requires not only linguistic ability, but also accuracy, contextual analysis, and industry understanding. The application of translation theory in real documents helps strengthen professional competence. Therefore, the development of skills in the field of translation needs to be continuously improved through practice and ongoing learning.





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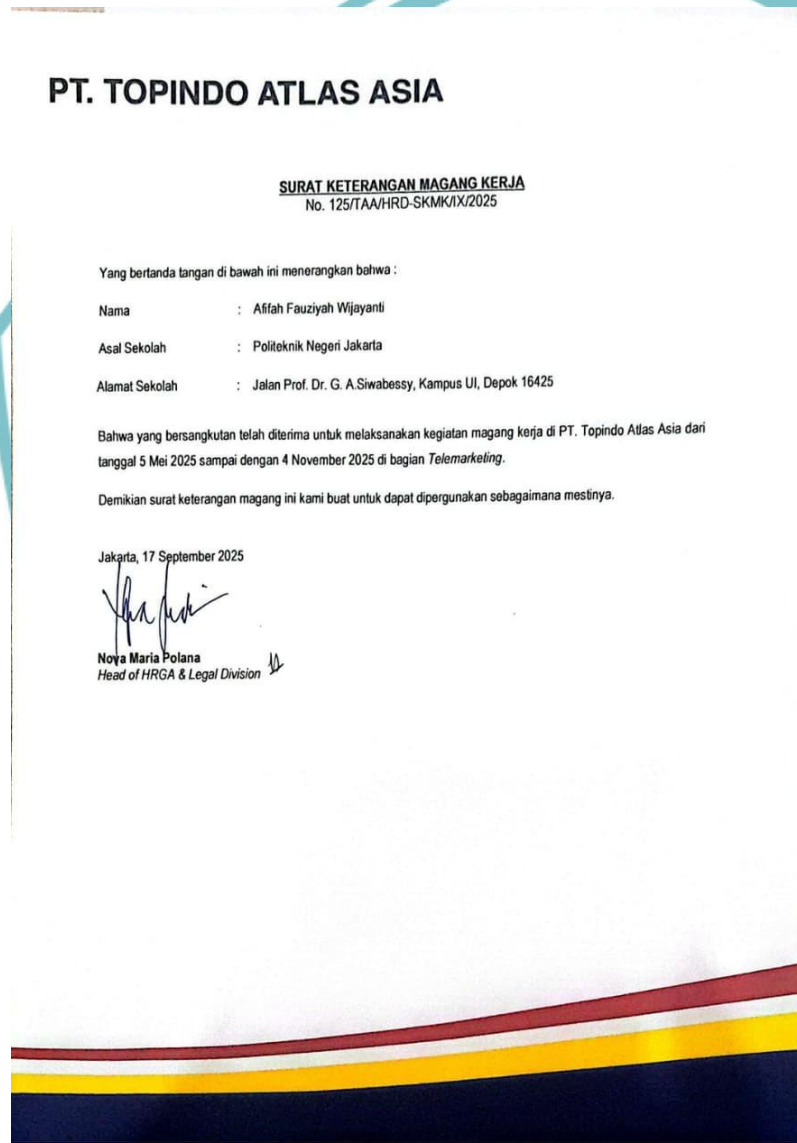


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## APPENDIX

### APPENDIX 1. Original Certificate from the Company/Industry







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## APPENDIX 2. TRANSLATION RESULTS

### Document 1

Source Language	Target Language
PRODUCT DATA SHEET	LEMBAR DESKRIPSI PRODUK
TOP 1 2T LOW SMOKE	TOP 1 2T LOW SMOKE
DESCRIPTIONS	DESKRIPSI PRODUK
TOP 1 2T LOW SMOKE Synthetic Motor Oil is designed for 2-stroke motorcycles to provide low smoke exhaust for cleaner air.	TOP 1 2T LOW SMOKE merupakan oli motor sintetis yang dirancang khusus untuk sepeda motor 2-tak guna menghasilkan asap knalpot yang lebih rendah serta mendukung terciptanya udara yang lebih bersih.
TOP 1 2T LOW SMOKE is an environmentally friendly product which reduces harmful exhaust fumes	TOP 1 2T LOW SMOKE merupakan produk yang ramah lingkungan karena mampu mengurangi emisi gas buang berbahaya.
It meets the performance of Exceeds API TC stadars and JASO FC	Produk ini memenuhi bahkan melampaui standar kinerja API TC dan JASO FC.
FEATURES AND	FITUR DAN KEUNGGULAN



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ADVANTAGES	
<ul style="list-style-type: none"><li>• Reduced maintance costs</li><li>• Reduced air pollution</li><li>• Outstanding wear protection</li><li>• Cleaner engine parts</li><li>• Exceptional ring sticking protection</li></ul>	<ul style="list-style-type: none"><li>• Mengurangi biaya perawatan mesin</li><li>• Membantu mengurangi polusi udara</li><li>• Memberikan perlindungan optimal terhadap keausan</li><li>• Menjaga komponen mesin tetap bersih</li><li>• Memberikan perlindungan maksimal terhadap ring piston agar tidak lengket</li></ul>
APPLICATION	PENGUNAAN
<b>TOP 1 2T LOW SMOKE</b> is recommended for:	<b>TOP 1 2T LOW SMOKE</b> direkomendasikan untuk
BMW, KAWASAKI, SUZUKI, VESPA, YAMAHA	BMW, KAWASAKI, SUZUKI, VESPA, YAMAHA

**Document 2**

Source Language	Target Language
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<p><b>G99</b></p> <p><b>Complete Sales &amp; Trade Marketing Program</b></p> <p><b>TOPINDO ATLAS ASIA</b></p>	<p><b>G99</b></p> <p><b>Program Penjualan &amp; Pemasaran Dagang</b></p> <p><b>TOPINDO ATLAS ASIA</b></p>
<p><b>Background of the Program</b></p>	<p><b>Latar Belakang Program</b></p>
<p>Low Percentage of 4W pareto workshops.</p> <p>(1.000 out of 8.500 covered workshops nationwide).</p>	<p>Persentase rendah workshop Pareto 4W. (1.000 dari 8.500 workshop tercakup secara nasional).</p>
<p>And to have a complete offer of Sales &amp; Trade Marketing program. (Differentiate TOP 1 offer compared to the competitors).</p>	<p>Serta menyediakan penawaran lengkap program Penjualan &amp; Pemasaran Dagang.</p> <p>(Membedakan penawaran TOP 1 dibandingkan kompetitor).</p>
<p><b>Concept of the Program</b></p>	<p><b>Konsep Program</b></p>
<p>Offer a bundling program of Lubricants, Engine Tune Up, Oil Filter, and Bake Fluid with affordable price for the end users to attract more entry units to the</p>	<p>Menawarkan program bundling Pelumas, Tune Up Mesin, Filter Oli, dan Cairan Rem dengan harga terjangkau bagi</p>





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workshops.	pengguna untuk menarik lebih banyak unit entry-level ke workshop.
Bundling Program > Attract Users> Commercial Benefits for the Workshops	Program Bundling → Menarik Pengguna → Manfaat Komersial bagi Workshop
<b>Goals</b>	<b>Tujuan Program</b>
Additional 4.000 Trading Workshops (Increased numeric distribution)	Tambahan 4.000 Workshop Dagang (Peningkatan distribusi numerik)
Additional 512 KL - engine Oil Focusnon Zenzation	Tambahan 512 KL – Fokus Oli Mesin non-Zenzation
3.2 M USD sales of Zenzation	Penjualan Zenzation 3,2 Juta USD
Double Market Share of TOP 1 in 4W Engine Oil Market	Menggandakan Pangsa Pasar TOP 1 di Segmen Oli Mesin 4W

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**APPENDIX 3. Other attachments (actual work results, photos, or activity documents)**







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**APPENDIX 4. LOGBOOK**

Week	Date (DD/MM/YY)	Description
1.	5-9 May 2025	<ul style="list-style-type: none"><li>- Introduction to the company's workflow systems and internal applications, namely Odoo and Qontak.</li><li>- Design and development of informative posters for promotional activities.</li><li>- Acting as a Zoom operator for the SACI program involving the auction of TOP 1 products for underprivileged communities.</li><li>- Strengthening relationships with partner workshops through the SACI (Service Advisor) program.</li></ul>
2.	14-16 May 2025	<ul style="list-style-type: none"><li>- Creation of content and implementation of weekly games for communication with TOP 1 partners.</li><li>- Implementation of a free mass circumcision program in collaboration with a regional hospital.</li><li>- Provision of customer service through the Qontak CRM system to respond to inquiries, provide information, and handle complaints.</li><li>- Maintaining responsive and professional communication to ensure customer satisfaction.</li></ul>
3.	19-23 May 2025	<ul style="list-style-type: none"><li>- Creation of content and implementation of weekly games for communication with TOP 1 partners.</li><li>- Implementation of a free mass circumcision program in collaboration with a regional hospital.</li><li>- Provision of customer service through the Qontak CRM system to respond to inquiries, provide information, and handle complaints.</li><li>- Maintaining responsive and professional communication to ensure customer satisfaction</li></ul>
4.	26-30 May 2025	<ul style="list-style-type: none"><li>- Recapitulation of data related to the mass circumcision program, project lottery, and welcoming gifts.</li><li>- Intensive customer service through the Qontak CRM system.</li><li>- Dissemination of program information to partners and customers.</li></ul>





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Week	Date (DD/MM/YY)	Description
		<ul style="list-style-type: none"><li>- Continuous ordering of goods through the Odoo system.</li></ul>
5.	2-5 June 2025	<ul style="list-style-type: none"><li>- Intensive customer service through the Qontak CRM system.</li><li>- Preparation of promotional materials using Canva.</li><li>- Implementation of the <i>Pangojol</i> auction program for online motorcycle taxi partners as an engagement strategy.</li><li>- Commencement of the translation of the document entitled "<i>Presentation – China May 2025.</i>"</li></ul>
6.	9-13 June 2025	<ul style="list-style-type: none"><li>- Intensive customer service through the Qontak CRM system.</li><li>- Updating the complaint sheet as a record of customer complaints.</li><li>- Verification of customer data via telephone for the TOP 1 Rejeki program.</li><li>- Continuation of the translation of presentation documents in stages.</li></ul>
7.	17-20 June 2025	<ul style="list-style-type: none"><li>- Preparation of group broadcast messages and meeting minutes.</li><li>- Preparation for the mass circumcision event through cross-divisional coordination.</li><li>- Commencement of the translation of the Product Data Sheet for TOP 1 2T Low Smoke, including descriptions, advantages, and specifications.</li><li>- Implementation of weekly games and routine customer service via Qontak.</li></ul>
8.	23-26 June 2025	<ul style="list-style-type: none"><li>- Provision of customer service through Qontak and management of the Shopee platform.</li><li>- Dissolution of the mass circumcision group and updating of the complaint sheet.</li><li>- Translation of the Product Data Sheet for TOP 1 Action Matic 10W-30 JASO MB with emphasis on terminological consistency.</li><li>- Regular follow-up of customer complaints.</li></ul>
9.	1-4 July 2025	<ul style="list-style-type: none"><li>- Follow-up on customer complaints and updating of the complaint sheet.</li><li>- Intensive customer service through Qontak to ensure rapid response.</li></ul>



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Week	Date (DD/MM/YY)	Description
		<ul style="list-style-type: none"><li>- Continued translation of the Product Data Sheet for TOP 1 Action Matic 10W-30 JASO MB.</li><li>- Consistent alignment of technical automotive terminology.</li></ul>
10.	7-11 July 2025	<ul style="list-style-type: none"><li>- Customer service through Qontak, implementation of the SACI auction program, and Odoo operational activities.</li><li>- Donation visits as part of the company's corporate social responsibility activities.</li><li>- Translation of the Product Data Sheet for TOP 1 Action Matic 10W-40 JASO MB using persuasive promotional language.</li><li>- Maintenance of relationships with partner workshops.</li></ul>
11.	14-18 July 2025	<ul style="list-style-type: none"><li>- Customer service through Qontak and updating of the complaint sheet.</li><li>- Uploading workshop-related content to TOP 1 Instagram Stories.</li><li>- Management of marketplace platforms for digital marketing purposes.</li><li>- Continued translation of the Product Data Sheet for TOP 1 Action Matic 10W-40 JASO MB.</li></ul>
12.	21-25 Juli 2025	<ul style="list-style-type: none"><li>- Recapitulation of project lottery prizes and management of Pangojol and Srikandi groups.</li><li>- Management of the Shopee platform and dissemination of new program information via WhatsApp blast.</li><li>- Implementation of spin games and updating of the complaint sheet.</li><li>- Translation of the Product Data Sheet for TOP 1 Action Matic 20W-40 JASO MB</li></ul>
13.	28 Juli-1 Agustus 2025	<ul style="list-style-type: none"><li>- Creation of workshop-related content and distribution of weekly game prizes.</li><li>- Management of Pangojol groups and implementation of flash sale programs for partners.</li><li>- Dissemination of content through WhatsApp groups and provision of customer service via Qontak.</li><li>- Continued translation of the Product Data Sheet for TOP 1 Action Matic 20W-40 JASO MB</li></ul>





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Week	Date (DD/MM/YY)	Description
14.	1-8 August 2025	<ul style="list-style-type: none"><li>- Handling customer messages through the Qontak CRM system, both domestic and international, using English.</li><li>- Updating the complaint sheet related to complaints and orders.</li><li>- Translation of the Product Data Sheet for TOP 1 Lifetime ATF DM III focusing on automatic transmission formulation.</li><li>- Providing professional responses to overseas partners.</li></ul>
15.	11-15 August 2025	<ul style="list-style-type: none"><li>- Management of welcome gifts for the SACI and Srikandi programs and processing orders through Odoo.</li><li>- Implementation of weekly games, project lotteries, and flash sale programs.</li><li>- Provision of priority customer service through the Qontak CRM system.</li><li>- Continued translation of the Product Data Sheet for TOP 1 Lifetime ATF DM III.</li></ul>
16.	18-22 August 2025	<ul style="list-style-type: none"><li>- Finalization of operational tasks and completion of the translation of presentation materials and five Product Data Sheet documents.</li><li>- Updating the complaint sheet, recording lottery data, and aligning the TOP 1 Rejeki program.</li><li>- Evaluation of translation outcomes in terms of terminology, consistency, and business communication effectiveness.</li><li>- Preparation of the final Field Work Practice report.</li></ul>






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**APPENDIX 5. Internship Guidance Form Documentation**









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TEKNOLOGI POLITEKNIK NEGERI JAKARTA  
**ADMINISTRASI NIAGA**  
Jalan Prof. Dr. G. A.Siwabessy, Kampus UI, Depok 16425 Telepon (021)7863534,  
Fax (021) 7270034, (021) 7270036  
Hunting Laman: <http://www.pnj.ac.id> e-pos: [humas@pnj.ac.id](mailto:humas@pnj.ac.id)

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**INTERNSHIP MENTORING FORM\***  
(SUPERVISOR OF PNJ)

Title of Internship Report : TRANSLATION OF BUSINESS TEXTS IN THE  
ANNUAL PRESENTATION AND PRODUCT DATA  
SHEET AT PT TOPINDO ATLAS ASIA

No.	Day/Date	Internship Material	Signature
1.	Wednesday, 1 October 2025	Chapter 1	
2.	Friday, 24 October 2025	Revised chapter 1 and draft chapter 2	
3.	Friday, 21 November 2025	Revised chapter 1 and chapter 2	
4.	Tuesday, 2 December 2025	Revised chapter 2 and draft chapter 3	
5.	Tuesday, 9 December 2025	Revised chapter 2, 3, and 4	

Depok, 16 December 2025  
Supervisor of PNJ,  
  
Septina Indrayani, S.Pd., M.TESOL  
EIN. 196104121987032004