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**INTERNSHIP REPORT
(LAPORAN PRAKTIK KERJA LAPANGAN)**



**IMPLEMENTATION OF ADVERTORIAL JOURNALISTIC TEXT
TRANSLATION SKILLS ON THE OFFICIAL WEBSITE OF
PT. BANK TABUNGAN NEGARA (PERSERO) Tbk.**

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**POLITEKNIK
NEGERI
JAKARTA**

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

MAJORING IN BUSINESS ADMINISTRATION

DEPOK

2024

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STATEMENT OF APPROVAL

- | | |
|------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|
| a. Title | : Implementation of Translation Skills for Journalistic Texts
Promotional Advertorial on the Official Website of PT Bank
Tabungan Negara Persero (Tbk.) |
| b. Compiler | |
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Depok, 20 December 2024

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FOREWORD

Praise be to God Almighty, because for His blessings and grace, the author can complete this field work practice report. The author realizes that without the help and guidance of various parties, from the lecture period to the preparation of the field work practice report, it would be difficult for the author to complete this report. Therefore, the author would like to thank:

1. Mrs. Dra. Ina Sukaesih, Dipl. TESOL, M. M., M. Hum, as the Head of English for Business and Professional Communication Study Program, who has provided support and guidance during the lecture period.
2. Mr. Sujiwo Priambodo, S.E., M.M. as PKL Supervisor, who has provided time, energy, and thoughts to direct the author in the preparation of this PKL report.
3. Mr. Frenky Rosadrian, as Division Head of Retail Funding Division at PT Bank Tabungan Negara (Persero) Tbk. who has been very helpful in providing valuable opportunities to learn and develop in the Learning Management Division.
4. Mr. Badai Samudra Djatmiko ACSI, CFP®, IFP® as Department Head Retail Customer Engagement and PKL Supervisor mentor at PT. Bank Tabungan Negara (Persero) Tbk. who has provided knowledge, guidance and support during the PKL period.
5. Mrs. Ulfa Olivia, as the person in charge of the Merdeka Campus Internship Participants at PT. Bank Tabungan Negara (Persero) Tbk. who has provided guidance and support during the PKL period.
6. The writer parents and family who have provided endless moral and material support.
7. Lastly, the author would like to thank all those who cannot be mentioned one by one by name but have provided assistance, support, and motivation throughout this PKL journey.

Through this report, the author hopes to share the experiences and learning gained during the PKL. Finally, the author openly accepts all criticisms and suggestions for the improvement of this report.

Depok, December 20, 2024

Nisrina Firyal Prilandhia



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CHAPTER I INTRODUCTION

1.1 Background

Translation requires the knowledge and skills of the translator, because the translated words, phrases, discourses are not only at the level of language, but also at the level of discourse, which refers to its function (Tanjung, 2015). Translation also requires various techniques that can help the translation process. As stated by Molina & Albir (2002). Translation techniques are the result of choices made by the translator whose validity depends on questions related to the context, the purpose of the translation, the reader's expectations, and so on. The translation skills that the author developed during this PKL are becoming increasingly relevant due to the challenges faced in the translation process.

In the context of the Kampus Merdeka internship program batch 7, PT Bank Tabungan Negara (Persero) Tbk. acts as one of the strategic partners that supports the development of student skills through direct experience in the world of work. As one of the government-owned banks, BTN focuses on banking product innovation, increasing financial inclusion, and developing digital services to support customer needs in various segments. With its solid reputation and extensive network across Indonesia, BTN offers an ideal working environment for students to learn, develop, and apply their skills practically.

During the PKL with the *Job Position of Business and Product Development of BTN Retail Funding Division*, the author worked on various tasks that involved the application of technical, analytical, and creative skills. One of the main tasks was to support the loyalty management process with the aim of increasing customer satisfaction and engagement. The author also contributes in monitoring and compiling dormant account development data, helping the company in managing dormant accounts effectively.

In addition, I was also involved in the creation of a *video campaign* to strengthen BTN's digital marketing strategy, which involved conceptualizing, producing content, and delivering relevant messages for digital audiences. In



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addition to these tasks, I utilized my translation skills to translate promotional advertorial content on BTN's official website from Indonesian to English. This process involved analyzing the source text, selecting appropriate banking terminology, and adjusting the language style to suit a global audience.

This entire experience not only honed the author's technical and communication skills but also provided an in-depth understanding of business practices and marketing strategies in the banking industry. By integrating the theories learned during lectures into practical situations, the author was able to broaden her horizons on the dynamics of the banking sector and develop relevant professional competencies.

1.2 Scope of Activities

The scope of activities carried out by the author during the PKL at the Retail Funding Division of PT Bank Tabungan Negara (Persero) Tbk. includes various tasks that aim to support the division's operations while developing the author's professional skills. The following are details of activities during the PKL:

1. Translating Advertorial Promotional Content

The writer translated promotional content from BTN's official website, converting the text from Indonesian to English. The process involved analyzing the text, understanding banking terminology, and adjusting the language style to match international standards. This assignment developed *soft* skills such as critical thinking, accuracy, written communication and the application of relevant translation techniques.

2. Supporting the Loyalty Management Process

The writer assisted in managing BTN's customer loyalty program, including developing strategies to increase customer satisfaction and engagement. This task involved customer data analysis and team coordination, which helped the author strengthen her data analysis and teamwork skills.



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3. Monitoring and Compiling Dormant Account Data

The author is responsible for monitoring the development of dormant accounts and compiling related data reports. This activity supports the reactivation of these accounts, which is part of BTN's customer improvement strategy. Through this assignment, I honed my data management skills.

4. Creating a Video Campaign Content

The writer was involved in creating creative content in the form of a video campaign to raise awareness of BTN products and services. The process involved conceptualizing, gathering materials, and editing the video. This assignment helped develop creativity, teamwork, project management, and visual communication skill.

5. Developing Innovation Paper as Final Project

As part of the internship program, the author developed an *innovation paper* that discussed innovative ideas and solutions to support BTN's product or service development. The assignment involved in-depth research, problem analysis, and strategic recommendations. The author worked closely with a designated group and developed research skills, analytical thinking, and structured presentation of ideas.

6. Sending and Filing Memos and Official Letter

The activity of sending and filing memos covers a range of tasks that focus on managing written internal communications within the Division. The first task is to draft a memo in a clear, concise and appropriate manner, conveying the necessary information or instructions to the relevant parties. After that, the next step is to send the memo to the intended recipient, either through electronic media such as email or physical mail, in accordance with established procedures. After the memo is sent, the next task is to archive the memo.

In addition, memo archiving activities are directly related to document management, which is part of efficient records management and



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administration, essential to support smooth business operations. Therefore, this activity helps prepare the author, who is a student majoring in Commerce Administration, to have the communication and managerial skills needed in the world of work, especially in the field of business administration and organizational management.

7. Presenting Future Product Revamp Bale Poin

The author was also given the responsibility to develop and present the concept of Bale Poin revamp, a loyalty point-based program for BTN customers. This task combines creativity in product design with presentation and verbal communication skills to convey ideas to a professional audience.

8. Managing and Preparing of Internship Reports

The author is tasked with documenting the entire work process that has been carried out in the form of a PKL report. This report is a reflection of the author's contribution as well as a medium to hone the ability to write and compile formal documents.

Through these various assignments, the author not only gained hands-on experience in the working world, but also developed essential *soft skills* such as effective communication, teamwork, strategic thinking, and good time management skills. All these skills are relevant to support the author in facing future professional challenges. various training and development programs.

1.3 Time and Place of Implementation

The time and place of implementation of Field Work Practices (PKL) carried out by the author are as follows:

- a. Time: September 9 - December 20, 2024
- b. Institution: PT Bank Tabungan Negara (Persero) Tbk.
- c. Address: Menara 2 BTN Building Jalan HR Rasuna Said No.1, RT 1/RW 6, Guntur, South Jakarta City, DKI Jakarta, 12980.
- d. Website: <https://www.btn.co.id>



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1.4 Purpose and Benefits

The main purpose of this PKL is not only to fulfill the requirements of the study index in semester 7, but also to gain hands-on experience in the real world of work. In addition, the author also aims to develop practical skills needed in the business world, improve understanding of business processes in the financial industry, translate official company documents, and expand professional networks. During the PKL, the author can feel the following benefits:

1. Gain a deeper understanding of the operations and business processes at PT Bank Tabungan Negara (Persero) Tbk.
2. Develop practical skills relevant to the author's field of study, such as document translation, administrative management, business communication and loyalty management.
3. Improve the author's ability to work in teams and independently, as well as hone analytical and problem-solving skills.
4. Expand professional networks and gain opportunities to learn from experienced practitioners in the financial industry.
5. Gain experience in translating advertorial texts related to product promotion and financial kites.

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CHAPTER IV CLOSING

4.1 Conclusion

After undergoing internship activities and completing the writing of the internship report, the author has the following conclusions:

1. The author's internship was carried out on September 9, 2024 - December 20, 2024 at PT Bank Tabungan Negara (Persero) Tbk. The author was placed in the *Business and Product Development* job position in the *Retail Costumer Experience* (RCE) department.
2. During the internship, the author aims to develop specific skills relevant to the field of study, such as translation ability, business communication, and time management. The author also applied the translation-related lessons learned during the 5 semesters and applied them during the internship period. While translating business texts, the author applied various translation techniques, with the most frequently used techniques being Adaptation, Reduction, Amplification, *Borrowing*, Discursive Creation. The challenges provided by the work environment at PT Bank Tabungan Negara (Persero) Tbk. help the author in continuing to develop and improve self-competence. In addition, the author gained a deeper understanding of business processes related to the financial industry, such as risk management, banking services, and marketing strategies.
3. Working hours for interns start at 08.00 and end at 17.00 every weekday. During working hours, the author actively participates in operational activities and ongoing projects in the department occupied.
4. The author is required to do and follow all activities given during the internship, and work on appropriate assignments, namely, *pre-test*, *post test*, *innovation paper*, *video project*, *future product*.
5. The author concludes that this internship is very useful in applying the theory learned during the lecture period into practice in the industry. The author has gained insight and experience in various operational and managerial aspects in the financial

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industry. In addition, this internship also helps in building good relationships with coworkers and mentors, which will be useful in career development and personal growth in the future.

This internship experience not only enriches the author with practical skills that are directly applied in the world of work, but also strengthens the understanding of the theory that has been obtained during the lecture period. The knowledge gained during the internship provides the author with a deeper insight into the field of study pursued. With this experience, the author feels more prepared and confident to face challenges in the real world of work in the future, applying academic knowledge into effective and efficient professional practices.

4.2 Suggestions and Recommendations

The author has the following suggestions for participants whose internship involves translating advertorial texts:

1. Participants are advised to look for companies that have fields that are in line with the study program and can provide broader knowledge.
2. Participants are advised to discuss the translation process and ask for images or previously translated documents to see the translation standards applied by the company.
3. Participants are advised to discuss with company representatives which business documents can be made public and which are not confidential.

The suggestions that the author wants to convey to the study program so that the implementation of internship activities can be carried out even better are as follows:

1. The study program is expected to expand its network with partners who provide internships for students, especially those related to translation that students want to focus on.
2. study program is expected to provide direction to students regarding activities relevant to the study program and can assist in the preparation of letters and special reference documents

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3. The Study Program is expected to facilitate student communication with the company regarding approval and permission to translate documents that require special agreements.

The author hopes that by submitting these suggestions and recommendations, interns can prepare themselves better and study programs can continue to improve the quality and effectiveness of internship activities. Good collaboration between students, study programs, and partner companies will result in a more rewarding internship experience and contribute positively to students' professional development.



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Appendix 3 Appendix of October Attendance List

bttn

AKSIH NISIR BANGSA KAMPUS RESERVA BATCH 1 BAKH BTN
Nama Nisrir Riza Purnamasari
KINERJA RPD

NO	TANGGAL	KEGIATAN/KEHADIRAN	JAM BAKU	JAM PILANG	WAKTU MENYITA	KEHADIRAN
1	Senin, 01 Oktober 2024	Latihan Kerja Praktek 1 Laporan 1.2.4	08.00	17.00		0
2	Rabu, 03 Oktober 2024	Revisi Final Project Double Case	08.00	16.00		0
3	Kamis, 04 Oktober 2024	Presentasi	08.00	16.00		0
4	Jumat, 05 Oktober 2024	Revisi Final Project Double Case	08.00	16.00		0
5	Sabtu, 06 Oktober 2024	Revisi Final Project Double Case	08.00	16.00		0
6	Senin, 07 Oktober 2024	Revisi Final Project Double Case	08.00	16.00		0
7	Selasa, 08 Oktober 2024	Revisi Final Project Double Case	08.00	16.00		0
8	Rabu, 09 Oktober 2024	Revisi Final Project Double Case	08.00	16.00		0
9	Kamis, 10 Oktober 2024	Revisi Final Project Double Case	08.00	16.00		0
10	Jumat, 11 Oktober 2024	Revisi Final Project Double Case	08.00	16.00		0
11	Sabtu, 12 Oktober 2024	Revisi Final Project Double Case	08.00	16.00		0
12	Senin, 13 Oktober 2024	Revisi Final Project Double Case	08.00	16.00		0

17	Senin, 25 November 2024	Revisi Final Project Double Case	08.00	16.00	Boji	0
18	Selasa, 26 November 2024	Revisi Final Project Double Case	08.00	16.00	Boji	0
19	Kamis, 28 November 2024	Revisi Final Project Double Case	08.00	16.00	Boji	0
20	Jumat, 29 November 2024	Revisi Final Project Double Case	08.00	16.00	Boji	0

Appendix 4 Appendix of November Attendance List

bttn

AKSIH NISIR BANGSA KAMPUS RESERVA BATCH 1 BAKH BTN
Nama Nisrir Riza Purnamasari
KINERJA RPD

NO	TANGGAL	KEGIATAN/KEHADIRAN	JAM BAKU	JAM PILANG	WAKTU MENYITA	KEHADIRAN
1	Jumat, 01 November 2024	Revisi Final Project Double Case	08.00	16.00	Boji	0
2	Senin, 04 November 2024	Revisi Final Project Double Case	08.00	16.00	Boji	0
3	Selasa, 05 November 2024	Revisi Final Project Double Case	08.00	16.00	Boji	0
4	Kamis, 06 November 2024	Revisi Final Project Double Case	08.00	16.00	Boji	0
5	Jumat, 07 November 2024	Revisi Final Project Double Case	08.00	16.00	Boji	0
6	Jumat, 08 November 2024	Revisi Final Project Double Case	08.00	16.00	Boji	0
7	Senin, 11 November 2024	Revisi Final Project Double Case	08.00	16.00	Boji	0
8	Selasa, 12 November 2024	Revisi Final Project Double Case	08.00	16.00	Boji	0
9	Rabu, 13 November 2024	Revisi Final Project Double Case	08.00	16.00	Boji	0
10	Kamis, 14 November 2024	Revisi Final Project Double Case	08.00	16.00	Boji	0
11	Jumat, 15 November 2024	Revisi Final Project Double Case	08.00	16.00	Boji	0
12	Senin, 18 November 2024	Revisi Final Project Double Case	08.00	16.00	Boji	0
13	Selasa, 19 November 2024	Revisi Final Project Double Case	08.00	16.00	Boji	0
14	Rabu, 20 November 2024	Revisi Final Project Double Case	08.00	16.00	Boji	0
15	Kamis, 21 November 2024	Revisi Final Project Double Case	08.00	16.00	Boji	0
16	Jumat, 22 November 2024	Revisi Final Project Double Case	08.00	16.00	Boji	0

17	Senin, 25 November 2024	Revisi Final Project Double Case	08.00	16.00	Boji	0
18	Selasa, 26 November 2024	Revisi Final Project Double Case	08.00	16.00	Boji	0
19	Kamis, 28 November 2024	Revisi Final Project Double Case	08.00	16.00	Boji	0
20	Jumat, 29 November 2024	Revisi Final Project Double Case	08.00	16.00	Boji	0



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Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

Appendix 5 Appendix of December Attendance List

btb						
ARSEN HADIR MAGANG KAMPUS MERDEKA BATCH 7 BANK BTN						
Name: Morisa Fiyal Piliandika						
Divisi/KC: RFD						
NO	TANGGAL	KEGIATAN/AKTIVITAS	JAM MASUK	JAM PULANG	PARAF MENTOR	PARAF PESERTA
1	Monday, 02 December 2024	- Menyusun Script untuk tugas Video - Edit Video tugas video - Pengumpulan Video Tugas ADML	08.00	19.00	Baif	M.
2	Tuesday, 03 December 2024	- Pengumpulan Tugas Video Promosi Product - Weekly Update bersama Bapak Baif terkait masalah Segmentation Purpose	08.00	19.00	Baif	M.
3	Wednesday, 04 December 2024	- Membuat Desain Acara Literasi Keuangan - Membuat Visual BG dan Logo "Kampus Bale" - Membuat Outcry kegiatan Kampus Bale	08.00	19.00	Baif	M.
4	Thursday, 05 December 2024	- Menyusun Laporan Praktik Kerja Lapangan - Menitip pengisian Kampus Bale	08.00	19.00	Baif	M.
5	Friday, 06 December 2024	- 5-Day Webinar Literasi Keuangan bernama UNESA	08.00	19.00	Baif	M.
6	Monday, 09 December 2024	- Update rekap data dormant posisi 09 Desember 2024 - Isin Sakit	08.00	19.00	Baif	M.
7	Tuesday, 10 December 2024	- Melengkapi Logbook bulan September - Pengisian kertas kerja tugas "Future Product"	08.00	19.30	Baif	M.
8	Wednesday, 11 December 2024	- Melengkapi Logbook bulan Oktober - Finalisasi kertas kerja tugas "Future Product"	08.00	19.30	Baif	M.
9	Thursday, 12 December 2024	- Finalisasi Pengisian Laporan Praktik Kerja Lapangan	08.00	19.30	Baif	M.
10	Friday, 13 December 2024	- Penyusunan Laporan Akhir Magang	08.00	19.30	Baif	M.
11	Monday, 16 December 2024	- Mengengkapi Memo - Penyusunan Logbook	08.00	19.30	Baif	M.
12	Tuesday, 17 December 2024	- Penyusunan Laporan Akhir Magang	08.00	19.30	Baif	M.
13	Wednesday, 18 December 2024	- Penyusunan Laporan Akhir Magang	08.00	19.30	Baif	M.
14	Thursday, 19 December 2024	- Penyusunan Laporan Akhir Magang	08.00	19.30	Baif	M.
15	Friday, 20 December 2024	- Penyusunan Laporan Akhir Magang - Pelepasan	08.00	19.30	Baif	M.

Appendix 4 Appendix of Internship Mentorship Form



KEMENTERIAN PENDIDIKAN, KEBUDAYAAN,
RISET DAN TEKNOLOGI
POLITEKNIK NEGERI JAKARTA
ADMINISTRASI NIAGA

Jalan Prof. Dr. G. A. Siwabessy, Kampus UII, Depok 16425
Telepon (021) 7863534, 7864927, 7864926, 7270042, 7270035
Fax (021) 7270034, (021) 7270036 Hunting
Laman: <http://www.pnj.ac.id> e-pos: humas@pnj.ac.id

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FORM PEMBIMBINGAN PKL
(PENYELIA)


1. Nama Perusahaan/Industri : PT. Bank Tabungan Negara (Persero) Tbk.

2. Alamat : Gedung Menara 2 BTN yang ada di Jalan HR Rasuna Said No.1, RT 1/RW 6, Guntur, Kota Jakarta Selatan, DKI Jakarta, 12980.

3. Judul PKL : Magang Kampus Merdeka Batch 7

2. Nama Penyelia : Badai Samudra Djatmiko ACSI, CFP®, IFP®

No.	Hari/Tgl	Aktivitas yang dilakukan	Tandatangan
1	Rabu, 9 Oktober 2024	Evaluasi dan Pembahasan Materi Loyalty Management	Baif
2	Rabu, 23 Oktober 2024	Weekly Report terkait tugas dan Materi Loyalty Management	Baif
3	Kamis, 31 Oktober 2024	Weekly Report dan laporan terkait Revisi Materi Loyalty Management	Baif
4	Kamis, 21 November 2024	Weekly Report terkait tugas Future Product "Revamp Bale Poin"	Baif
5	Senin, 25 November 2024	Weekly Report Progress tugas "Revamp Bale Poin"	Baif
6	Jumat, 29 November 2024	Presentasi "Revamp Bale Poin"	Baif



Jakarta, 20 Desember 2024
Pembimbing Perusahaan,
(Badai Samudra Djatmiko ACSI, CFP®, IFP®)

*Jika ditandatangani

NRK/NIP. 21298