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INTERNSHIP REPORT



TRANSLATION TECHNIQUES FOR JOURNALISTIC TEXT IN THE MEDIA INDUSTRY SECTOR AT TRANS DIGITAL LIFESTYLE GROUP

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ENGLISH FOR BUSINESS AND PROFESSIONAL COMMUNICATION STUDY PROGRAM

> MAJORING IN BUSINESS ADMINISTRATION POLITEKNIK NEGERI JAKARTA

> > **DEPOK** 2024

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ACKNOWLEDGEMENT

○ Hak Cipta milik All praise and gratitude are extended to Allah SWT, the Almighty God, through whose blessings author has successfully completed this Internship Report. By His grace and mercy, author was able to compile this report titled Translation Techniques for Journalistic Texts in the Media Industry Sector at Trans Digital Lifestyle Group in good Realth and well-being. This report is written to fulfill author's obligation as a student of Politeknik Negeri Jakarta, following the completion of an industrial internship at Trans Digital Lifestyle Group, specifically HaiBunda. As a student of the English for Business and Professional Communication Program (BISPRO), author underwent a four-month internship as an SEO Writer at Haibunda.com, which operates under Trans Digital Lifestyle Group. The daily tasks during the internship were closely related to several subjects involving both English and Indonesian languages.

Author has successfully completed the internship at Trans Digital Lifestyle Group and gained valuable insights into real-world work in the industry. The smooth progress of the internship and the completion of this report were made possible through the assistance and support of several individuals who played a significant role in this journey. Therefore, with utmost gratitude, author would like to extend sincere thanks to:

- a) Dr. Dra. Ina Sukaesih, Dipl. TESOL, M.M., M.Hum., Head of the English for Business and Professional Communication Study Program;
- b) Sujiwo Priambodo, S.E., M.M., the supervising lecturer who has willingly devoted his time and effort to guide author in preparing this internship report;
- c) Gardena Puteri Ayudila, the mentor or supervisor during the internship as an SEO Writer at Haibunda.com, for all the help and guidance that has allowed author to expand knowledge and develop practical work skills in the real world;
- d) Haibunda.com, the company that accepted author as an intern to carry out the internship for four months;

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Author's parents and siblings, who have prayed for, supported, and facilitated the author's needs during the internship at Haibunda.com.

Author realizes that there are still many mistakes in compiling and writing this finternship report. Author is pleased to receive criticism and suggestions for the success and perfection of this report.





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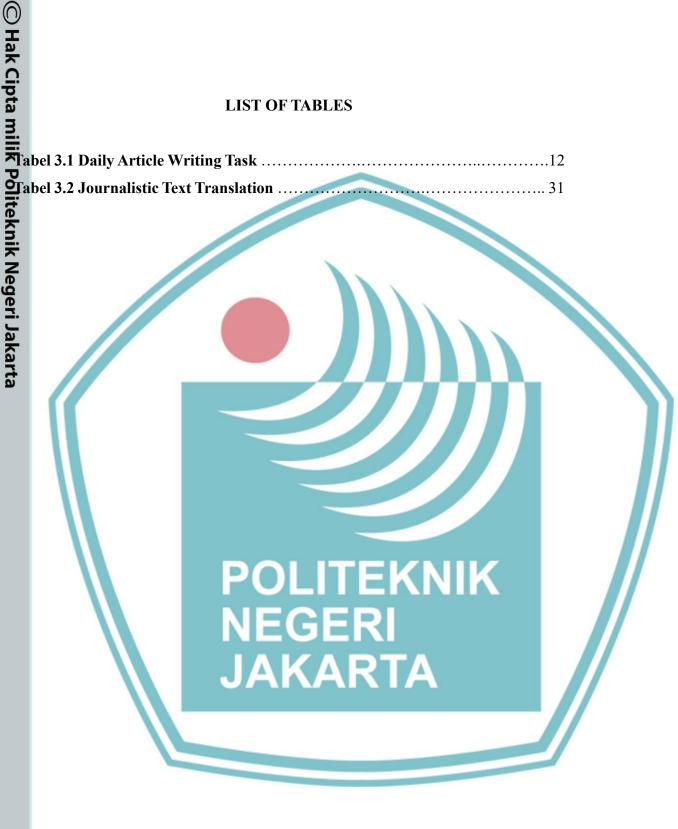
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CHAPTER I

INTRODUCTION

Background

An internship is a work-training activity that allows students to gain experience and insights related to practical, real-world work in the industry. According to Muktiani (2014), the implementation of internships in specific business and industrial sectors is a critical aspect that influences an individual's readiness for the workforce. Based on this understanding, internships can be interpreted as programs aimed at preparing students to effectively engage in real-world industrial work.

This objective aligns with the mandatory internship requirement for students at Politeknik Negeri Jakarta, a vocational higher education institution. The Directorate General of Vocational Education of the Republic of Indonesia defines vocational education as higher education that primarily focuses on practical training to support expertise in specific fields of study. Therefore, it is essential for students of Politeknik Negeri Jakarta to undertake internships as a means of gaining knowledge and skills to prepare oneself for the real-world workforce in the future.

Author is a student at Politeknik Negeri Jakarta, majoring in English for Business and Professional Communication (BISPRO). This program focuses on translating English and Indonesian texts, training students to produce translations that adhere to linguistic standards and convey messages accurately. To fulfill the internship requirement, author completed an internship at Trans Digital Lifestyle Group — Haibunda.com as an SEO Writer or contributor. Author's internship position was closely related to the field of translation. Therefore, author met the criteria and requirements set by Haibunda.com to work as an SEO (Search Engine Optimization) content writer.

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One of the activities undertaken during the seventh-semester internship at Haibunda.com involved translating journalistic texts from English into Indonesian. The translated journalistic texts included news articles on entertainment, health, parenting, and lifestyle sourced from various international news portals. According to F. Fraser Bond in his book "An Introduction to Journalism" (1961), journalism encompasses the entire process of disseminating and delivering news to the public. In the context of an SEO writer, author's journalistic activities involved preparing and writing information to be presented to readers using electronic media in the form of software designed for creating digital content on the company's website. In the translation process, author endeavored to convey information and facts accurately from the source language (SL) while adapting the writing style to suit the target language (TL) audience. In this case, the author applied relevant translation techniques, such as literal translation, established equivalent and linguistic amplification, as proposed by Molina & Albir (2002).

1.2 Scope of the Activities

The internship activities at Haibunda.com carried out by author are as follows:

- 1) Developing basic content and writing it into an SEO-friendly article in accordance with proper Indonesian language rules.
- 2) Translating references in the form of articles or books in English to be used as material or content for writing articles in Indonesian.
- 3) Translating journalistic texts from English into Indonesian in the form of articles sourced from international news media.

1.3 Time and Place of the Activities

The internship was conducted for four months, from 6 August 2024 to 6 December 2024. The internship took place at the Detik Network office,



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located at Transmedia Building, 8th Floor, Jl. Kapten Tendean No.2, RT 2/RW 2, Mampang Prapatan, South Jakarta, DKI Jakarta 12790.

Objectives and Significances

Based on the requirements of the internship for students in the English for Business and Professional Communication Study Program, the following are the objectives and significances of the internship at Trans Digital Lifestyle Group – Haibunda.com:

1) Objectives

- a) To enhance the author's technical and interpersonal skills in producing SEO-oriented articles.
- b) To improve the ability to translate journalistic texts from English into Indonesian to produce informative and reliable articles.
- c) To develop research and analytical skills through the processing of data sourced from various English-language references.

Significances

- a) To gain insights into writing SEO-friendly articles that adhere to Indonesian language norms.
- To acquire the ability to perform translations for creating Indonesianlanguage articles sourced from English-language references.
- To obtain the skills to translate journalistic texts from English into Indonesian by applying appropriate translation techniques.



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CHAPTER IV CLOSING

Conclusion

Based on the internship activities carried out by author, it can be concluded that the author has completed the internship obligations at Trans Digital Lifestyle Group during the seventh semester in four months, from 6 August 2024, to 6 December 2024. Author's position during the internship was SEO Writer or contributor at Haibunda.com, a media company under Trans Digital Lifestyle Group. Author's main task was to create articles in Indonesian using various English-language sources or references provided by international media outlets. The internship activities were closely related to translation, as author had to transform English-language information into Indonesian articles while adhering to the appropriate linguistic rules.

The translation techniques applied by the author in translating sources and references from international media were those outlined by Molina & Albir (2002). The categories or fields of articles that became the author's focus included health and parenting. These article categories generally involve medical topics, which presented challenges and difficulties in translating medical terms. In addition to challenges in technical translation, author also faced difficulties in processing articles with large volumes and complex material. Author practiced conducting thorough research and analysis while developing the competence to translate and write articles that contained accurate and informative material to be conveyed to the target language readers.

4.2 Recommendation

Based on the results of the internship carried out by author, there are several recommendations addressed to the BISPRO Study Program and the readers of this internship report or BISPRO students. Here are some

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recommendations provided by the author to make the internship process more optimal in the future:

1) Recommendation for the BISPRO Study Program

To the BISPRO Study Program, author recommends that the delivery of translation-related materials be more varied, covering a range of text fields, including health or medical texts. In translation practice, it is recommended that students receive more training to conduct research and analysis to produce accurate and acceptable translations. Students also need further training to be able to translate quickly and accurately within a short time frame.

2) Recommendation for Readers or BISPRO Students

Author recommends that readers or BISPRO students actively hone their translation skills. In addition to understanding translation techniques, students should be able to practice translation activities by conducting proper research and analysis, as well as utilizing various reliable sources of information to produce accurate and acceptable translations. Regarding the internship, students should consider carrying out internships in translation or fields related to translation so that the knowledge acquired during their studies can be applied and further developed.

JAKARTA



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Appendices

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Worksheet for Article Writing Contents



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