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INTERNSHIP REPORT



THE IMPLEMENTATION OF BUSINESS TEXT TRANSLATION TECHNIQUES TO MEETING MINUTES PREPARATION AT H5 CREATIVE

MUHAMMAD HAIKAL RASFAN

2208411031

**POLITEKNIK
NEGERI
JAKARTA**

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

DEPARTMENT OF BUSINESS ADMINISTRATION

**POLITEKNIK NEGERI JAKARTA
DEPOK
2025**



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LEGITIMATE PAGE

LEGITIMATE PAGE

- | | |
|----------------------|--|
| a. Title | : THE IMPLEMENTATION OF BUSINESS TEXT TRANSLATION TECHNIQUES TO MEETING MINUTES PREPARATION AT H5 CREATIVE |
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PREFACE

Gratitude is expressed to Allah Subhanahu Wa Ta'ala for the blessings and grace that allowed for the successful completion of this Internship Report. This document serves as a fulfillment of academic requirements for the English for Business and Professional Communication Program within the Department of Business Administration. Great expectations are held for this report to provide valuable insights and knowledge to its readers.

The smooth progression of this report was made possible through significant academic guidance and support. Appreciation is extended to Miss Farizka Humolungo, S.Pd., M.A., as the Head of the Study Program for facilitating the internship activities. Profound gratitude is also directed toward Miss Septina Indrayani, S.Pd., M.TESOL., as the faculty advisor for dedicating time, effort, and thought in providing constructive direction throughout the writing process.

Invaluable professional experience gained during the internship period was realized through the full support of H5 Creative. Highest recognition is given to Sultan Fariz for providing the opportunity to participate in the four month internship program. Special appreciation is also expressed to Bagas Prasetyo, Rara Nurwidyaningtias, and the entire Social Media team for serving as field supervisors and facilitating access to the necessary data.

The finalization of this report was further driven by moral and material support from personal circles. Infinite thanks are offered to the family for their consistent material support and prayers. Furthermore, steady moral encouragement was provided by Lunita Sabiya Wibowo and close friends, serving as a vital source of motivation until this Internship Report reached its completion.



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CHAPTER I INTRODUCTION

1.1 Background

The creative industry, particularly the digital marketing sector, has evolved into a global economic pillar. In this dynamic ecosystem, effective business communication is no longer merely a supporting skill but a fundamental operational requirement. The English for Business and Professional Communication study program at Politeknik Negeri Jakarta addresses this challenge by developing professionals who are not only fluent in English but also proficient in cross-cultural business communication techniques. This competence serves as a vital bridge for creative companies that must manage strategies, data, and interactions with clients from diverse linguistic backgrounds.

Representing these industry dynamics, H5 Creative operates as an integrated creative agency providing comprehensive services ranging from social media management and content production to digital advertising optimization. The agency serves a wide variety of domestic and international clients, demanding high standards of professionalism in every managerial process. The complexity of interactions at H5 Creative makes it an ideal environment for observing the application of business communication standards in an authentic work setting.

To apply the competencies acquired during the study program, an internship was conducted at H5 Creative for a period of four months as a full-time on-site program. The assignment was within the Social Media Management division in the role of a Social Media Officer Intern. This position involves strategic responsibilities including content performance analysis, creative concept design, and production coordination, placing the role at the center of the information flow between internal teams and clients.



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Among these various responsibilities, documenting meetings is a crucial task that requires the integration of language skills and business understanding. In daily operations, documentation is performed for various types of meetings, from internal team coordination to monthly client reports. However, the most significant and relevant challenge for analysis in this report arises during evaluation and strategy meetings with foreign clients.

Specifically, meetings with foreign clients present a dual challenge in the form of the translation process. Fluid oral discussions that often utilize a mix of languages must be transformed into accurate and structured formal English business documents. The gap between complex social media strategy discussions and the requirement for precision in professional records serves as the primary focus of this study. Appropriate translation techniques and proficient written communication skills are essential to ensure that technical information does not suffer from errors in meaning. Based on this urgency, the report is titled "Penerapan Teknik Penerjemahan Teks Bisnis Dalam Penyusunan Notulensi Rapat di H5 Creative".

1.2 Scope of Activities

The internship program at H5 Creative encompasses a wide range of strategic and technical activities within the Social Media Management division. These responsibilities include the translation of business texts specifically meeting minutes, the management of client social media accounts, and the development of content calendars. Furthermore, the scope of work involves designing creative concepts including copywriting for visuals and captions, analyzing monthly performance metrics such as engagement rates, reach, and impressions, as well as coordinating with the creative team for visual production. Active participation in both internal coordination and external client meetings is also required to ensure the alignment of digital marketing strategies.



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From this range of activities, the report focuses specifically on linguistic aspects and business communication, namely the application of translation techniques and written communication skills. The discussion is directed toward the process of preparing meeting minutes in a bilingual format. Given that strategic meetings with clients are conducted in English, the minutes are drafted in English as the primary record and subsequently translated into Indonesian for internal documentation purposes. This specific focus is chosen to examine the implementation of core academic competencies in managing bilingual information with accuracy and professionalism.

1.3 Time and Place of Implementation

The following information details the schedule and location for the internship program:

Institution	: H5 Creative
Venue	: H5 Creative Office
Adress	: Cluster Acacia, Grand Depok City No.B10, Tirtajaya, Sukmajaya District, Depok City, West Java 16410
Method of Implementation	: On-site
Dates	: 15 Juli - 25 November 2025
Duration	: 4 bulan

1.4 Objectives and Benefits

1.4.1 Objectives

The primary objective of this internship program is to directly apply translation and business communication competencies within a professional work environment. Specifically, the program aims to implement accurate translation techniques to transform bilingual oral meeting discussions into structured written minutes. Furthermore, the internship is intended to execute formal business documentation practices that meet the operational standards of a creative agency, ensuring that the



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flow of information between internal teams and clients remains seamless and precise.

1.4.2 Benefits

The primary benefit of the internship program involves a practical contribution to operational support within the Social Media division, specifically in enhancing the efficiency of meeting documentation. This involvement ensures the production of accurate, organized, and timely meeting records in both Indonesian and English. Furthermore, such documentation directly facilitates seamless team coordination and reinforces communication accountability with clients, effectively minimizing the risk of strategic misunderstandings.





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CHAPTER IV

CLOSING

4.1 Conclusion

Through the internship activities at H5 Creative, a profound understanding was acquired regarding the dynamics of business communication within the digital agency industry, which demands both speed and precision. Direct involvement in real-world projects served not only as a means to implement academic theories but also to develop professional competencies in navigating a dynamic work rhythm. The practical insights gained encompass the importance of linguistic accuracy in bridging client requirements with the internal team's technical execution, thereby strengthening mental readiness and practical expertise for entry into the professional workforce.

The process of preparing and translating business texts was executed sequentially, starting from material preparation and real-time recording to final review. Reviewing product materials prior to meetings proved effective in overcoming challenges associated with translating complex foreign terms, such as client-specific technologies. During the recording process, immediate re-confirmations were conducted to ensure that information interrupted by disruptions was captured correctly. Finally, the utilization of audio recordings during the editing stage was instrumental in restructuring disorganized discussion flows into structured and easily comprehensible work reports.

Overall, the internship experience demonstrates that the roles of a translator and minute-taker are vital within an organization. Producing accurate records requires more than just linguistic ability; it also demands an understanding of product details and corporate operations. These activities successfully integrated theoretical knowledge from academic studies with actual field practices. This proves that high-quality and correct documentation of meeting minutes is a primary key to ensuring the smooth operation of the entire team's workflow.



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4.2 Suggestion

Although the translation and preparation processes of meeting minutes have produced valid documents as presented in the conclusion, several operational aspects at H5 Creative can still be enhanced for greater effectiveness. To minimize obstacles surrounding the understanding of technical product terms that often emerge abruptly, it is recommended that meeting support materials or presentation decks be distributed to the minute-taker before the session commences. The availability of these preliminary reading materials is crucial for providing sufficient preparation time to study the material context, thereby ensuring that the risk of technical specification errors during the meeting is minimized.

Independent of the material support provided by the company, the initiative to manage a glossary autonomously remains a primary responsibility for the task executor. Mastery of industry terminology should be a priority for interns in subsequent periods. It is suggested to proactively compile specific notes or a personal glossary containing technical terms from various client sectors starting from the beginning of the tenure. This proactive measure will significantly facilitate the acceleration of the adaptation process to complex meeting materials while simultaneously minimizing linguistic perception errors when preparing work report documents in the future.



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APPENDICES I



HASIL EVALUASI

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 NIM : 2208411031
 Nama Pembimbing : Rara Nurwidyantias A.Md.Ikom
 Judul PKL : PENERAPAN TEKNIK PENERJEMAHAN TEKS BISNIS
 DALAM PENYUSUNAN NOTULENSI RAPAT DI H5
 CREATIVE

Nilai Praktik Kerja Lapangan

No	Komponen Penilaian	Range Nilai	Nilai yang Dicapai
1.	Kemampuan Berbahasa Secara Lisan	10-20	20
2.	Kemampuan Berbahasa Secara Tulisan	10-20	20
3.	Kerja Sama	10-20	20
4.	Kedisiplinan	10-20	20
5.	Etika	10-20	20
Total Nilai (A)			100

Depok, 15 Desember 2025

Pembimbing Perusahaan/Industri

Rara Nurwidyantias A.Md.Ikom

Rara Nurwidyantias A.Md.Ikom

Saran Pembimbing perusahaan/industri terhadap mahasiswa PKL

1. Pertahankan sikap disiplin & tanggung jawabnya ya
2. Kembangkan juga keterampilan yang sudah diperoleh disini ya
3. Semangat, belajar & beradaptasi untuk langkah yang lebih menantang di dunia kerja



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APPENDIX II



KEMENTERIAN PENDIDIKAN TINGGI, SAINS, DAN TEKNOLOGI POLITEKNIK NEGERI JAKARTA ADMINISTRASI NIAGA

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(PNJ ACADEMIC ADVISOR)

Name : Muhammad Haikal Rasfan

Title : The Implementation of Business Text Translation Techniques to Meeting Minutes Preparation
at H5 Creative

No.	Day/Date	Mentoring Material	Signature
1	Friday, 24 October 2025	Chapter I submission	
2	Tuesday, 2 December 2025	Chapter I & II submission	
3	Tuesday, 9 December 2025	Revision chapter I & II	
4	Tuesday, 16 December 2025	Revision chapter I & II, chapter III & IV submission	
5	Wednesday, 17 December 2025	Revision chapter III & IV	
6			
7			

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KEMENTERIAN RISET, TEKNOLOGI, DAN
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Logbook PKL

1. Nama Perusahaan/Industri : H5 Creative
2. Alamat : Cluster Acacia, Grand Depok City No.B10,
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3. Judul PKL : PENERAPAN TEKNIK PENERJEMAHAN
TEKS BISNIS DALAM PENYUSUNAN
NOTULENSI RAPAT DI H5 CREATIVE
4. Nama Pembimbing Industri : Rara Nurwidyaningtias A.Md.Ikom

PERIOD	ACTIVITY DESCRIPTION
Week 1	From 15 to 20 July 2025, activities involved the preparation of monthly performance reports and temporary reports for clients in the tableware, pension preparation services, and vocational education sectors. Additionally, daily social media content management was performed alongside Key Opinion Leader (KOL) research for a Japanese curry restaurant partner. This week also included the drafting of meeting minutes for content evaluation, assistance in commercial video production, and participation in routine coordination meetings.



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Week 2	<p>From 21 to 27 July 2025, the focus was directed toward compiling the first-month report for a window film provider and summarizing combined weekly reports. Furthermore, KOL research was conducted for both a Japanese curry restaurant and a music concert organizer, along with the design of promotional rundowns. Technical activities included assisting in visual content production for a seasoning manufacturer and a brownie brand, revising social media profiles, and publishing daily content for a food container retailer and a vocational education institution. All strategies were coordinated through routine Social Media Officer team meetings.</p>
Week 3	<p>From 28 July to 3 August 2025, activities centered on KOL management for the Japanese curry restaurant, covering data collection to payment coordination. Assistance was also provided for visual production for the brownie brand, on-site coverage for a vocational education job fair, and the uploading of digital assets for the window film client. Other technical activities involved creating a TikTok account for the pension preparation service and publishing daily content, accompanied by participation in client strategy evaluation meetings.</p>
Week 4	<p>From 4 to 10 August 2025, efforts were focused on designing visual concepts and copywriting for a barbershop business, as well as developing digital and physical promotional assets for the Japanese curry restaurant. Administratively, monthly performance reports were prepared for the vocational education institution and the pension preparation service, supported by face-to-face</p>



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	evaluation meetings. Routine activities continued with the publication of daily content for clients in the tableware, window film, and healthcare sectors.
Week 5	From 11 to 17 August 2025, activities were divided between preparing quarterly reports for the pension preparation service provider and fieldwork. Field activities included assisting in visual production for the barbershop business and executing the grand opening of a new Japanese curry restaurant outlet. Additionally, intensive revisions of promotional concepts and daily content publications were conducted for clients in the vocational education and healthcare sectors.
Week 6	From 18 to 24 August 2025, work focused on initiating strategies for a new perfume client, ranging from reference research to coordination meetings. Intensive content management was also performed for the barbershop business, including caption editing and visual asset selection. Field agendas included production assistance for a pet care service, alongside routine content publication for vocational education, Japanese curry, and healthcare clients.
Week 7	From 25 to 31 August 2025, priority was given to preparing performance reports for a healthcare provider and the Japanese curry restaurant. Furthermore, strategic presentation materials for a heavy equipment distributor were reviewed. Routine operational activities included consistent daily content publication for clients in the vocational education, culinary, and healthcare sectors.



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Week 8	From 1 to 7 September 2025, the primary focus was directed toward medium-term strategic planning for the pension preparation service and managing a new project for the heavy equipment distributor, including the preparation of execution plans. In the creative field, assistance was provided for TikTok content production for a seasoning manufacturer, along with concept revisions for the barbershop business. Meanwhile, daily content publication continued for clients in vocational education, healthcare, and culinary sectors.
Week 9	From 8 to 14 September 2025, activities included the handover of execution plans for the heavy equipment distributor and KOL coordination for the Japanese curry restaurant promotion. In the creative department, visual concept previews were designed for a healthcare provider. Furthermore, social media management activities continued through content scheduling for the vocational education institution and routine daily publications.
Week 10	From 15 to 21 September 2025, work priority resided in the completion of reporting administration. Activities involved preparing the first-month reports for the healthcare provider and the Japanese curry restaurant to evaluate initial campaign performance. Additionally, a summary of daily work reports for the vocational education institution was compiled, accompanied by routine weekly team coordination.
Week 11	From 22 to 28 September 2025, the focus included visual refinements in the form of content preview revisions for the



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	barbershop business and field production assistance for the perfume brand. Furthermore, daily content publication was consistently executed for clients in the healthcare, window film, and pension preparation sectors, supported by routine team coordination.
Week 12	From 29 September to 5 October 2025, the primary focus was directed toward the finalization of Instagram Reels visual concepts for a wedding dress provider. Performance data summaries for the vocational education institution and a foreign exchange service were also conducted this week. Daily operations continued through routine content publication for healthcare and pension preparation clients, accompanied by weekly team coordination.
Week 13	From 6 to 12 October 2025, activities targeted strategic content planning, including the preparation of concepts and design previews for a Japanese street food brand, the pension preparation service, and a car window film provider. Following the finalization of holiday greeting designs for all clients, video asset previews were conducted for the vocational education institution, the brownie brand, and the Japanese curry restaurant. The week was strengthened by external coordination meetings to finalize promotional strategies.
Week 14	From 13 to 19 October 2025, priority was placed on post-production quality assurance. Activities included final checks and video material previews for the car window film provider and the seasoning manufacturer. Furthermore, a third-month material evaluation was conducted, involving



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	the review of the brownie brand video and visual concept revisions for the car window film provider, accompanied by visual material updates for the vocational education institution.
Week 15	From 20 to 26 October 2025, the primary focus was on comprehensive planning for a new beauty client, ranging from content concept development and hashtag research to visual execution and design revisions. Additionally, preparations for fourth-month materials were made, including the drafting of concepts, designs, and copywriting for the pension preparation service. Other strategic activities included designing third-month concepts and copywriting for a cake brand, as well as visual concept previews for the car window film provider.
Week 16	From 27 October to 2 November 2025, activities focused on the finalization of visual concepts and coordination of video assets for the beauty client, including external meetings. Simultaneously, revisions and finalizations for the subsequent period were conducted for the pension preparation service, the brownie brand, and the car window film provider. Quality assurance activities also progressed through design previews for the assorted cake brand and a progress summary of videos for the vocational education institution.
Week 17	From 3 to 9 November 2025, activities were directed toward digital channel optimization and production management. Efforts included digital asset optimization for a therapy service and performance reporting for the



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	<p>vocational education institution. Visual asset management was performed through material selection for a sportswear brand and an Umrah service provider, followed by strategic meetings and the development of content calendars. Field activities included photo and video shoots for the window film provider, the perfume brand, and the sportswear brand, while maintaining routine daily content publication.</p>
Week 18	<p>From 10 to 16 November 2025, the focus included content schedule planning through the preparation of a Calendar Plan for the Umrah service provider and a second-month performance evaluation for the healthcare provider. Operationally, visual production assistance was provided for the window film provider, along with digital account optimization for the pension preparation service. The agenda concluded with a project coordination meeting with the therapy service provider.</p>
Week 19	<p>From 17 to 25 November 2025, the final week focused on the finalization of visual assets and digital optimization. This included design previews and account optimization for the Umrah service provider, as well as copywriting for an online language learning platform. Content management continued through routine publication for the pension preparation service and TikTok optimization for the therapy service. The series of activities concluded with production assistance for a healthcare service client, marking the end of the internship period.</p>