

**THE METHODS AND STYLE ADOPTED IN TRANSLATING
BROCHURES OF PT. MOLCA TEKNOLOGI NUSANTARA**

A FINAL REPORT



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I, Intan Tya Zulfaturohmi (152111813026), hereby declare that the final report I wrote does not contain or parts of the works of other people, except those cited in the quotation and the references, as a scientific paper should.

Surabaya, 28 June 2024

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APPROVAL

**THE METHODS AND STYLE ADOPTED IN TRANSLATING
BROCHURES OF PT. MOLCA TEKNOLOGI NUSANTARA**

A FINAL REPORT

Presented in partial fulfilment of the requirement for the Diploma Degree in
English Language

Department of Business, Faculty of Vocational Studies
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The writer

ABSTRACT

Translation is a crucial tool in bridging a language barrier problem. To put the work of translation in advertisements, the used methods and style are important to control the flow of translation. In this case study, the determining factors are chosen according to the nature of Business-to-Business advertising and the target audience of the brochures. The translation methods were used according to Newmark's theory, while translation style followed in accordance to Torresi's theory upon Business-to-Business translation. This work is carried under the supervision of the writer's internship supervisor. There are three translation methods found in the translation of PT. Molca Teknologi Nusantara brochures. Literal translation is the most used method among the others, followed by communicative translation and the least used translation method, faithful translation. In terms of the style, informative style is dominating the information-to-persuasion ratio which made it as the final used style in the brochures. This suggests that the company prioritizes conveying accurate and detailed information about their products and services to the target audience. This case study was done by using qualitative research through the help of observation, used theories, and the feedback from the supervisor to meet the company needs. On top of that, this case study contributes to the existing literature on translation methods and styles in B2B advertising by providing insights into the specific methods and styles used by PT. Molca Teknologi Nusantara promotional brochures. Lastly, this study also highlights the importance of considering the target audience and the nature of the advertising in selecting the appropriate translation methods and style.

Keywords: translation methods, translation style, advertising, B2B brochures.

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CHAPTER 1

INTRODUCTION

1.1. Background

In the world of business, advertising acts as a primary step to achieve the goals of business. It happens due to its definition where it is an act of announcement or notice which channelled through various media to spread awareness about product, service, job, etc. as stated in the oxford dictionary. The advertisement itself covers a broad range of values starting from creativity, innovation, quality, reliability, affordability, convenience, until customer service (Dhaneswar, 2011). Despite the broad coverage of advertisement, the main objective of advertising remains the same, which focuses on increasing sales of a specific product or service, or to gain higher prices from consumers compared to what would be possible without advertising (Percy & Rosenbaum-Elliott, 2021). To put the work of advertisement into reality, it is important to always include both information and persuasion to any advertising media (Hiam, 2014). Brochures, in particular, have been widely used in advertising due to its capability that can load both information and persuasion at once.

According to some researches, the effectiveness rate of brochures may vary based on different fields in advertising, e.g. Ahmad & Elahi (2023) in retail stores, and Lemma (2019) in tourism industry. Nonetheless, the effects that brochures hold are still relatively effective despite the modern and developed marketing industry with the help of technology. Proven by a research that done by Ahmad & Elahi (2023) on the effectiveness of brochure advertising on merchandise sales in

Pakistan's retail stores. It shows that brochures bring significant impact on the sales with an additional factor of customers' interest toward daily product promotions that is accessible yet convenient through the printed brochure. In the tourism industry, brochures are used as the main sales tool by many tourism businesses or communities (Breneman et al., 1987). He also adds that the main cause behind brochure's popular usage in the tourism industry relies on its functions which can display pictures and information in creative ways. Lemma (2019) conducted research toward the effectiveness rate of various sales tools used by tour operators in Addis Ababa. He found that flyers and brochures gained better sales impact on a modest scale than TV and Radio Advertisements. Through Lemma's (2019) research, it proves that brochure's effectiveness cannot be denied although technology has grown vast and rapidly.

Another aspect that plays a crucial role in advertisement is located on the language barrier. As the market of current industry gets widened through the help of technology, providing multilingual contents becomes a must. In this context, PT. Molca Teknologi Nusantara serves on a global market scale which caused the company to provide multilingual contents that are oriented in the national market, Indonesia, that is conveyed by Indonesian language and international market which is conveyed by English. With that being said, the contents of the brochure use the glocal (global+local) strategy. According to Torresi (2020), glocal strategy is a way of providing multilingual content in targeted local language and global English by prioritizing the global readership aspect into account. The global English itself is the type of English that does not belong to any geographical

macro-varieties of English. Thus, glocal strategy is also popularly used by large multinationals company as a way to not present as rigid or too formal that is as little culture-specific as possible (Torresi, 2020).

PT. Molca Teknologi Nusantara puts the focus of the market for both global and national scale in balance without weighing more on one side only. It happened because PT. Molca Teknologi Nusantara has been collaborating with local institutions along with international institutions. In consequence, it is crucial to provide multilingual contents for the potential customers. On top of that, although the customers who will receive the brochures are most likely Indonesians. The English version of the brochures is provided for international customers who attend Molca's stand at any international events. In regards to that, translation exists as the key to bridge the language barriers in providing multilingual brochures.

Within translation, another problem occurred during the translating process which is located on its style (Huang, 2015). Huang (2015) claimed that the style used in translation acts as a linguistic option that is chosen by the translator. However, there is a rule that requires the translator to not stray from the author's style of the original text. In advertisement media, the style of translation usually followed with the style of copywriting that used on the original text. Using an example from the monster technology company originated in California, Apple. In an attempt to promote the iPhone 14 series, the Apple marketing team created a slogan for the newest yellow colour that is only available on iPhone 14 series. The original slogan is "Hello Yellow" and then translated into Indonesian language

with “Kuning. Keren.” The copywriter did their job by translating based on the contextual message that needs to be delivered to the customers. Along with that, the copywriter also tried to mimic the copywriting style which orientated on the similar rhyme conveyed by the word that starts with “K” to match with “Kuning” word. Unfortunately, the word choice that used in Indonesian translation is considered as poor way of copywriting which provokes a controversy. As a result, the decision towards the style of translation becomes crucial especially in advertisement to determine the suitable context that needs to be delivered accurately to the targeted customers.

Focusing on the existence of language barriers in the global scale advertisement, the role of translation is highly needed to bridge the problem. In this case, translation would apply to multilingual brochures with the source text Indonesian language and target text English language by utilizing global English. The target readers of the brochures would be people around the world, mainly Indonesians since the company is based in Indonesia.

1.2. Statements of the Problems

There are two problems in this report as follows:

- a. What are the methods used in translating the promotional brochures of PT. Molca Teknologi Nusantara?
- b. What is the translation style adopted in translating the promotional brochures of PT. Molca Teknologi Nusantara?

1.3. Limitations of the Report

- a. The topics discussed on this final report are only related to translation method and style.
- b. The writer was only responsible for the translation of the English version of the brochures without being in charge of the design nor the original text written in Indonesian.

1.4. Objectives of the Report

The purposes of the report are in the following:

- a. To discover methods of translation which were used to translate promotional brochures of PT. Molca Teknologi Nusantara from Indonesian to English.
- b. To unveil the translation style that is adopted in the promotional brochures of PT. Molca Teknologi Nusantara.

1.5. Significance of the Report

1.5.1. For the writer

This final report is expected to be beneficial for the writer in:

- a. Developing the writer's skill in writing reports.
- b. Implementing knowledge that the writer gained throughout her study into the working industry.
- c. Gaining better understanding regarding translation and advertisement in the working industry.
- d. Broadening the translation knowledge, specifically in terms of style in translation.

1.5.2. For the alma mater

This final report is expected to be beneficial for English Diploma Program in:

- a. Having a report based on case study that can be used as a reference.
- b. Establishing the cooperative relationship between Universitas Airlangga and PT. Molca Teknologi Nusantara.
- c. Incorporating the translation ability from Universitas Airlangga students in the working industry.
- d. Improving the quality, skills, and abilities of students in Universitas Airlangga

1.5.3. For PT. Molca Teknologi Nusantara

This final report is beneficial for the company/institution in:

- a. Establishing the cooperation relationship between PT. Molca Teknologi Nusantara with Universitas Airlangga.
- b. Obtaining the English version of promotional brochures through the writer's work.
- c. Providing a valuable reference that offers insights about multilingual advertisement materials that can be used as examples in the future.
- d. Enhancing the company's visibility and credibility within the academic and professional communities, as the report can be shared and used as a marketing tool to promote the company's expertise and capabilities.

1.5.4. For other interns

This final report is beneficial for the other interns in:

- a. To give proper understanding of the technical terms used by the company throughout the internship.
- b. To enlighten other interns upon the application of translation method and style into B2B marketing tools.

CHAPTER 2

REVIEW OF RELATED LITERATURE

2.1. Brochure

2.1.1. Definition of Brochure

According to Nielsen (2017), brochures act as one of the communication tools that contains a financial interest through the integration of images and information displayed on the brochure, which primarily functioning as a marketing tool. Samani & Maliki (2010) claims that brochures are crucial mediums when it comes to marketing and advertising due to the textual and photographic contents loaded in the brochures that have been curated carefully to deliver particular ideas to the targeted audience. Samani & Maliki (2010) emphasize that brochures require creative design to maximize their impact on target readers, highlighting the importance of both content and presentation in conveying clear meaning to readers. Upon that matter, the visual elements are needed to enrich the dimension of the textual contents in brochures with several purposes, such as: encourage the readers to take action through call-to-action elements, illustrate about goods and services, people, events, causes; along with other supporting factors in terms of persuading, provoking, or attracting the readers to purchase goods or use the service provided by the company (Samani & Maliki, 2010). However, since the context here is a B2B (Business-to-Business) brochure, Torresi (2020) states that the contents loaded in B2B promotional tools mainly contain factual information without inserting things such as price lists, e-commerce web pages, and product catalogues, although it also serves as promotional purpose. As opposed to the idea, B2B promotional

tools embrace its nature with the high-use of technical terms and specific information.

Based on the research that was done by Kiliç et al. (2021), he compared the visual effects that displayed through two advertising mediums which are brochure and virtual reality goggles with a purpose to attract customer's purchasing intention. Although the virtual reality goggles provide better quality of the visual elements with an audio extension, the brochure proven to outperform the virtual reality goggles in terms of advertising attitude of individuals.

2.1.2. The Function of Brochure

As mentioned above, brochures are a medium of communicative marketing tool. To put the work of communicative aspect into realization, the brochures need to load information that focuses on a certain market segment profile with an intention to persuade or communicate in a broader interest (Brito & Pratas, 2015). Adetunji et al, (2014) argues that a comprehensive integrated advertising message strategy has been found to have a substantial influence on the development of effective brand awareness along with a positive brand image, and the enhancement of brand purchase intention. The strategic approach to advertising has been shown to be particularly effective in boosting a strong and lasting impression of the brand among clients, ultimately leading to increased brand recognition and loyalty (Adetunji et al., 2014).

The context that is being used in this case study is a Business-to-Business brochure which the brochure itself acts as a means of showcasing their capabilities and attributes, by also demonstrating their suitability for establishing enduring

business partnerships with prospective clients (Askehave, 1998). On top of that, Askehave (1998) underlines the fact that brochures do not explicitly establish partnerships, however, they can serve as a catalyst for partnership formation by effectively portraying the company as a qualified partner. Companies can effectively communicate their capabilities and attributes by highlighting key partnership qualities, including innovation, skills, quality, customer care, cooperation, size, extent, continuity, stability, and experience, by also increasing the possibility of being perceived as a qualified partner and enhancing the chances of establishing successful long-term trading relationships (Askehave, 1998).

2.2. Translation Methods

The task of translation in the brochure relies on its function which is to deliver the message from the original text to the targeted language in an appropriate manner. To complete the task of translation, there are several aspects that support the process of translation including the translation method. Newmark (1988) stated that translation methods put the main concern on the overall text, opposite to translation procedures which applied only to sentences and smaller linguistic units. On top of that, Newmark (1988) claimed that there are eight translation methods which are separated into two groups. The two groups classification of the translation methods relies on the emphasis between Source Language (SL) emphasis and Target Language (TL) emphasis. After that, Newmark (1988) categorises translation into eight levels, including word-for-word translation, literal translation, faithful translation, semantic translation, communicative translation, idiomatic translation, free translation, and adaptation. Each level represents a different

approach to translation, ranging from closely following the SL to emphasising the TL more strongly.

2.2.1. Word-For-Word Translation

Newmark (1988) stated that this type of translation is usually known as interlinear translation. Word-for-word translation method focuses on translating each word of the source language (SL) into the target language (TL) without considering the overall context. This method relies on linguistic equivalence by pairing each word in the SL with equivalent value in the TL to maintain the original meaning with precision. By any means, this method serves as valuable tools for assessing the structure and significance of the original text by offering a meticulous analysis of each word and its translation (Newmark, 1988). Through the analysis that was done by Shabitah & Hartono (2020), they found the application of Newmark's various translation methods from Forman's Novel "I Was Here" with source language English translated into Indonesian. Below is the example of word-for-word translation.

SL: "Can you stay?"

TL: "*Bisakah kau tinggal?*"

In this example, the English phrase "Can you stay?" has been translated word-for-word into Indonesian as "*Bisakah kau tinggal?*" wherein each word in the English sentence corresponds directly to its Indonesian equivalent. This translation maintains the original meaning of the English phrase while preserving the grammatical structure to the original (Shabitah & Hartono, 2020).

2.2.2. Literal Translation

Based on Newmark (1988), literal translation is a method that prioritizes a direct and accurate translation of the source language (SL) text into the target language (TL) while preserving the referential and pragmatic meaning of the original. Newmark (1988) emphasizes the importance of literal translation as the foundation of the translation process by suggesting that it should only be changed when a word-for-word translation is not appropriate or when the original text is poorly written. Below is the example of literal translation based on the analysis of Shabitah & Hartono (2020).

SL: “All my nice clothes are dirty.”

TL: “*Semua bajuku yang bagus kotor.*”

In this example, the translator translated each word individually from the source language to the target language. Afterwards, the translator adapted the sentence structure to comply with the grammatical structure of the target language, specifically Indonesian (Shabitah & Hartono, 2020).

2.2.3. Faithful Translation

According to Newmark (1988), faithful translation aims to reproduce the precise contextual meaning of the original text within the constraints of the target language's grammatical structures. It involves transferring cultural words, preserving grammatical and lexical nuances, and staying true to the intentions and text-realization of the source language writer. This translation method put the main focus on maintaining the original meaning while adapting it appropriately to fit the target language, ensuring accuracy and equivalence in the translation process

(Newmark, 1988). Below is the example of faithful translation based on the analysis of Shabitah & Hartono (2020).

SL: "Sue? Are you joking? That woman is floating in space on a good day,"

TL: "*Sue? Kau bercanda? Di hari-hari biasa saja perempuan itu kelihatan di awang-awang,*"

In this example, the translator decided to preserve the original phrase "floating in space" in the target text, by translating it literally to "kelihatan di awang-awang". As a consequence, the translation becomes rigid and unacceptable, thus it requires a revision to deliver the intended meaning of the original text (Shabitah & Hartono, 2020).

2.2.4. Semantic Translation

According to Newmark (1988), Semantic translation focuses on accurately reproducing the meaning expressed by the original author in the original text within the constraints of the target language's grammatical structures. It emphasizes the original text and the original author's intention, ensuring that the target language accurately conveys the intended meaning of the source text. Gou (2023) argues that semantic translation is applicable to various text genres, including literature, scientific and technical documents, along with other texts where both language and content are considered important. However, Newmark also acknowledges that semantic translation is not a perfect model and is a middle ground between compilation and line-by-line translation. Below is the example of semantic translation based on the analysis of Shabitah & Hartono (2020).

SL: "Oh. I'm at work."

TL: "*Oh. Aku sedang bekerja.*"

The translation of the clause "I'm at work" to "aku sedang bekerja" is justified due to the equivalence of their meanings. It can be seen that the original clause conveys the idea of doing an occupation or actively involved in a specific activity, which is equivalent to the notion of being "at work" (Shabitah & Hartono, 2020).

2.2.5. Adaptation

Adaptation translation, as proposed by Newmark (1988), is the freest form of translation and is mainly used for plays (comedies) and poetry. In this method, things such as: themes, characters, and plots are usually preserved. Nonetheless, the source language (SL) culture is converted to the target language (TL) culture, and the text is rewritten. Nugraha et al. (2017) provides an example of Adaptation translation.

SL: "You'll be crazy when you read it."

TL: "*Kau akan terperangah ketika membacanya.*"

In this example, the translation involves a shift in cultural reference. The phrase "You'll be crazy" is a conversational expression that may not be directly translatable to Indonesian. To convey the same meaning, the translator has adapted the phrase by using the Indonesian expression "terperangah," which means "to be shocked" or "to be surprised." In this case, the translator also applied the equivalent conversational expression in the target language to convey the same idea as the source language. The adaptation method here proven to help the reader to

understand the meaning of the phrase "You'll be crazy" in a way that is culturally appropriate and relevant to the target audience (Nugraha et al., 2017).

2.2.6. Free Translation

As stated by Newmark (1988), free translation is a method that prioritizes conveying the meaning and essence of the original text rather than a literal word-for-word translation. This method allows for more flexibility and creativity in the translation process, aiming to capture the overall message and intent of the source text while adapting it to the target language and culture. Usually, it will create longer text than the original and does not give the feel of translation at all (Newmark, 1988). Below is the example of free translation based on the analysis of Shabitah & Hartono (2020).

SL: "What are you doing Saturday night?"

TL: "*Kau ada acara Sabtu malam?*"

In this example, the translator paraphrased the sentence by prioritizing the primary idea, rather than translating it literally. The intended meaning of the sentence is that the speaker of the dialogue asked about someone's plans for Saturday night, with the intention of inviting them to go out. Consequently, the sentence "what are you doing Saturday night" was translated to "kau ada acara Sabtu malam", which effectively conveys the speaker's intention (Shabitah & Hartono, 2020).

2.2.7. Idiomatic Translation

Based on Newmark (1988), idiomatic translation involves conveying the core message of the original text by utilizing colloquialisms and idiomatic expressions, even if it means sacrificing some nuances for the sake of capturing the

overall meaning accurately. This method prioritizes the essence of the source text over a word-for-word translation, allowing for a more natural and idiomatic rendition in the target language (Newmark, 1988). Below is the example of idiomatic translation based on the analysis of Shabitah & Hartono (2020).

SL: “You don’t have to bite my head off.”

TL: *"Kau tidak perlu menyalak begitu."*

Embracing the nature of idiomatic translation, the translation above applies the utilization of colloquial expression in reproducing the original message. For instance, the idiomatic phrase "to bite my head off" conveys the idea of responding sharply to someone. In Indonesian, this phrase is translated as "menyalak", which effectively conveys the intended meaning (Shabitah & Hartono, 2020).

2.2.8. Communicative Translation

According to Newmark (1988), communicative translation is a method that aims to produce the same effect on the target readers as the original text had on its readers. It focuses on the second reader's expectations and familiarity with the source language and culture, while still respecting the form of the source language text. Wang (2018) adds that communicative translation makes the translator strive to use the target language to write better works than the original, emphasizing the effect of the translation on the target readers. On top of that, this method allows the translator to revise the original text, but only to the extent that it serves the target language and culture without disrespecting the original text (Wang, 2018).

Commenting on his own theory regarding translation methods, Newmark (1988) argues that communicative translation is applicable for informative and

vocative texts. Below is the example of communicative translation based on the analysis of Shabitah & Hartono (2020).

SL: “Watch it!”

TL: “*Awas!*”

In this communicative translation, it aims to convey the contextual meaning of the source language in a way that is both linguistically and culturally acceptable to the target audience, ensuring that the content and language are comprehensible. This method seeks to replicate the same effect between the source and target languages, by facilitating effective communication. In the context of the source language text above, the purpose is to convey a warning, which is why the phrase "watch it" is translated to "awas" rather than "lihat itu", in order to accurately convey the intended meaning to the target language users. On top of that, the translation aims to remind the reader to exercise caution, in that way the translation takes the original message's impact as a consideration before translating it (Shabitah & Hartono, 2020).

2.3. Translation Style

Based on the definition that stated by Huang (2015), style, in the context of writing or speaking, encompasses the customary and characteristic language choices employed by a writer or speaker, leading to a distinction in the textual expression compared to everyday language usage. Furthermore, this consistency in style is evident across all the written or spoken works of the writer or speaker. When it comes to style in translation, Huang (2015) states the discourse upon style highlights three fundamental components, as follows: regularity of specific

linguistic patterns, frequency of specific linguistic items, and a reference taken as a norm for comparison.

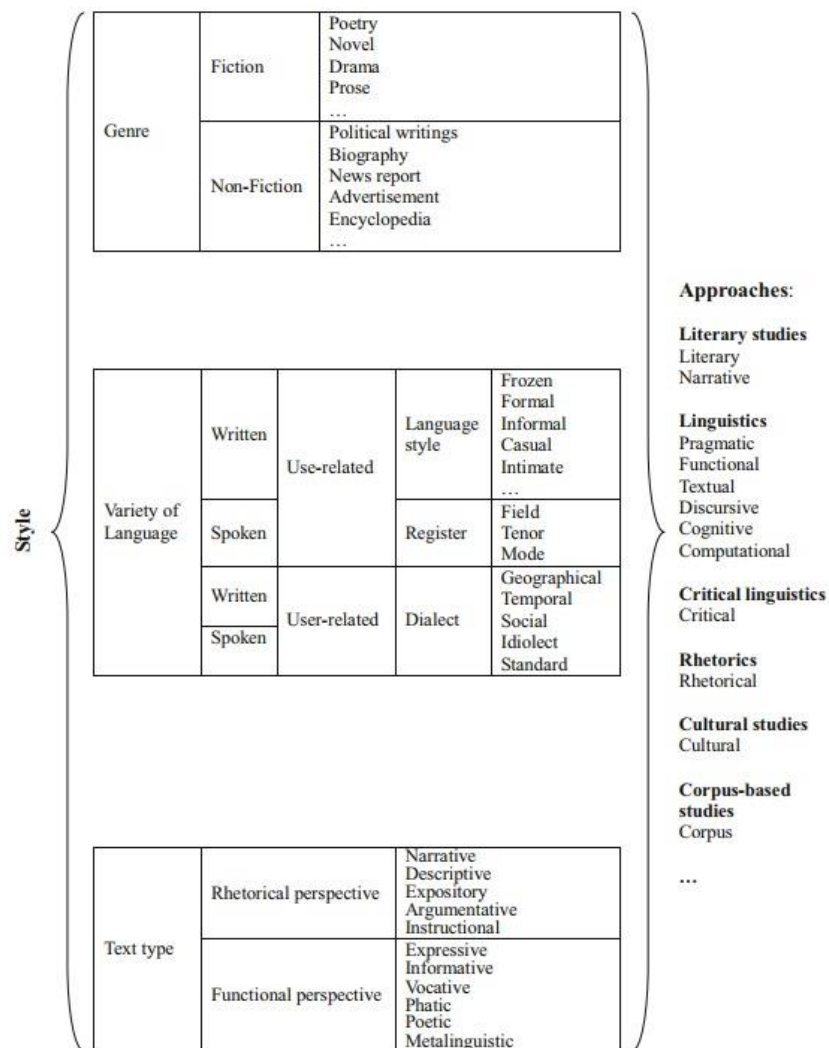


Figure 1 Scope of and approaches to stylistic research (Huang 2015)

In figure 1, Huang (2015) shows three categories upon stylistic research from different views, such as: genre, variety of language, and text type. Based on Figure 1, advertisement categorized as non-fiction genre. To contextualize the style in translation, through Boase-Beier (2019) recent study of translation and style, she states that style is a crucial element in the creation and interpretation of texts,

particularly literary texts. However, it also significantly influences the expression of opinions, attitudes, and emotional resonance in texts that may not be traditionally classified as literary, but still having the same purpose to convey meaningful messages to their readers. Boase-Beier (2019) also adds that the relationship between style and translation can be explored through at least three perspectives. Firstly, the translator's understanding of the source text's style that affects how it's read and understood, and what opinions or attitudes are attributed to its speakers or characters. Secondly, the translator's choices also influence the target text's style, which becomes part of the translated text. Lastly, readers' perceptions of the translated text and their reconstruction of the translator's work are crucial in understanding the relationship between the original and translated texts (Boase-Beier, 2019).

Additionally, style can be understood as encompassing both the optional aspects of language that reflect the writer's or translator's choices and the distinctive characteristics of an author, translator, register, genre, or way of writing or translating. Furthermore, style has been recognized as a key factor in distinguishing literary from non-literary texts, highlighting the unique features that define each category (Boase-Beier 2019). To address the translation style that applies in this case study, the definition of the translation style needs to follow the context that has the high-relevancy percentage with advertising. On top of that, the reason behind the needs of translation itself located on transferring the promotional text to another language by taking multiple factors into account. One of the most important factors is identifying the target which used to define the value to be applied into the text.

The target identification is important to copywriter, market researcher and also translator due to the various characteristics across different markets and cultures (Torresi, 2020).

Following the requirements that needed for translating advertisements, Torresi (2020) provides two types of translation styles that can be applied into promotional tools:

2.3.1. Persuasive Style

According to Poškienė (2013), persuasive translation style considered as important in marketing campaigns by ensuring the preservation of persuasive elements across linguistic and cultural differences. This style facilitates the effective transmission of the intended message while also enhancing the campaign's overall impact and persuasiveness. In the process of translation, persuasive components should prioritize functionality over literal accuracy. As a result, their translation may necessitate rephrasing to ensure that the intended message is conveyed effectively, rather than simply maintaining the original wording (Torresi, 2020).

Focusing on the characteristics of high-persuasion text, Torresi (2020) states that emotional and evocative language are used as the main tools in persuasive style. Usually, it reflected on the inclusion of wordplay which used creatively to engage the audience. When technical information is presented in persuasive text, it is often intended to impress rather than inform, as evident from the use of pseudo-technical jargon or scientifically-sounding neologisms to promote a product. To preserve the

persuasive effect of these texts, such texts typically require thorough re-writing or trans-creation (Torresi, 2020).



Figure 2 B2B Persuasive Poster (Torresi, 2020)

Above is the example of B2B persuasive oriented advertising from Torresi (2020). In the provided example, two imperatives are being used. The first one, *Enhance*, being placed as the opening to highlight the importance of the product. The second imperative, *buy*, used to express the persuasion. In high-persuasion promotional contexts, imperatives and other rhetorical devices, such as questions, are strategically used to engage with the addressee directly and encourage active participation in the message. Furthermore, the use of second-person verb forms enables the addresser to directly address the reader, by also establishing an emotional connection between the two. This can be seen on the provided example, where the personal adjective "your" serves to emphasize the significance of

purchasing the product for the individual reader, rather than simply presenting a general appeal (Torresi, 2020).



Figure 3 German to English Persuasive Ads (Torresi, 2020)

In the inserted example above, Torresi (2020) states that the texts are quite familiar to B2C texts in their reliance on figurative language and emotional styles, rather than technical or objective data. Opposite to the common B2B texts, neutrality is not a primary concern in these texts, as evident from the use of personal deixis, which underscores the persuasive nature of the content.

2.3.2. Informative Style

As stated by Torresi (2020), informative translation style in advertising can effectively communicate with diverse audiences across languages and cultures. This style involves conveying the core message of the advertisement by considering the cultural sensitivity and linguistic accuracy by not only translating the words, but also understanding the cultural and social context in which they are used (Syahputra et al., 2022). Torresi (2020) argues that the distinctive part of informative style is

located on the transformation of emotional content into factual part that convey a sense of objective truth, thus presenting information in a neutral and unbiased manner. Additionally, Torresi (2020) claims that the characteristics of informative style are located on the usage of objective data and technical information.

In regards to the characteristics of informative style, Valdeón (2009) adds that informative texts characterized by the inclusion of specialized information about specific topics, issues, and subjects. This information is tailored to specific topics and uses a limited vocabulary, which is similar to other genres like academic papers, legal documents, and medical research. However, informative texts avoid using specialized jargon from other fields, making the content accessible to average readers (Valdeón, 2009).

When translating informative texts, Newmark (1988) states that it requires translation into the most suitable style that aligns with the original text's linguistic and stylistic features, which aim to convey factual information. This approach ensures that the translated text accurately reflects the original content while maintaining its informative value.

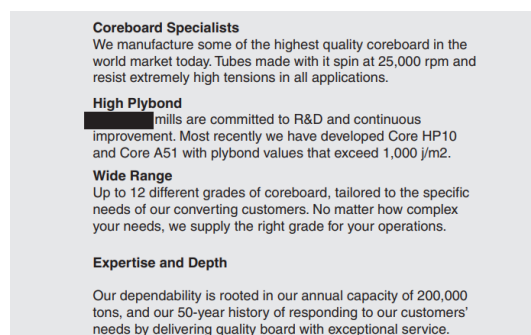


Figure 4 English Version of Informative promotional text (Torresi, 2020)

Cartón para Tubos
Fabricamos uno de los cartones para tubos de mayor calidad en el mundo. Los tubos que se fabrican con él giran a 25,000 r.p.m. y resisten tensiones extremadamente altas en todas las aplicaciones.

Máximo Nivel de Ply-Bond
La estrategia de [REDACTED] se basa en la I+D y la mejora continua. Recientemente hemos desarrollado Core HP10 y Core A51 con valores de plybond que sobrepasan los 1.000 j/m².

Amplia Gama de Calidades
Hasta 12 calidades distintas de cartones para tubos, adaptadas a las necesidades específicas de nuestros clientes dedicados a la manipulación del papel. No importa lo complejas que sean sus necesidades, nosotros proporcionamos la calidad que se ajusta a sus operaciones.

Experiencia
Basamos nuestra fiabilidad en nuestra capacidad total de producción que supera las 200.000 toneladas anuales. Durante mas de 50 años hemos respondido a las necesidades de nuestros clientes suministrándoles cartón de calidad y un servicio puntual.

Figure 5 Spanish Version of Informative promotional text (Torresi, 2020)

Spesialis Coreboard
Kami memproduksi beberapa dari coreboard kualitas terbaik di pasar dunia sekarang ini. Tubes yang dibuat dengannya berputar pada kecepatan 25,000 RPM dan tahan akan tekanan yang sangat tinggi dalam semua aplikasi.

Plybond tinggi
Pabrik [REDACTED] berdedikasi untuk melakukan R&D dan peningkatan yang terus menerus. Baru baru ini kami telah mengembangkan Core HP10 dan Core A51 dengan nilai plybond yang melebihi 1,000 j/m².

Skala yang luas
Sampai dengan 12 grade coreboard yang berbeda, dibuat sesuai dengan kebutuhan khusus dari pelanggan converting kami. Bagaimanapun kompleksnya kebutuhan anda, kami menyediakan grade yang tepat untuk operasional anda.

Keahlian yang mendalam
Kehandalan kami berakar pada kapasitas tahunan kami yang 200,000 ton, dan 50 tahun sejarah kami akan menjawab kebutuhan pelanggan dengan mengirimkan board berkualitas dengan servis yang memuaskan.

Figure 6 Indonesian Version of Informative promotional text (Torresi, 2020)

Above are the examples of informative promotional texts from (Torresi, 2020). According to Torresi (2020), the English version is used as the main language which also becomes the source text of the translated version in Spanish and Indonesian. It can be seen that the texts are loaded with technical information and objective data, opposite to the example of persuasive style. Nonetheless, Torresi (2020) emphasizes that the parameter of persuasive or informative does not

lie flat into one category only. However, they complete each other to put the work of advertising into reality as what stated as the definition of advertisement itself. The informative and persuasive are mainly being used together with different percentage in each different promotional texts based on what the company needs to express through their promotional tools (Torresi, 2020).

CHAPTER 3

METHODOLOGY

3.1. Location and Participant

The writer conducted a case study upon promotional brochures of PT. Molca Teknologi Nusantara. There are four brochures in total with different contents loaded based on various case studies. Each brochure is made in two languages, in Indonesian and English.

The writer was assigned into a copywriter role under marketing field of PT. Molca Teknologi Nusantara for nine months. The writer got asked to translate the promotional brochures from Indonesian to English for the upcoming international fair that will be attended by PT. Molca Teknologi Nusantara. The writer decided to use this opportunity as a case study for her final report due to its high relevancy to her major. The process of doing the case study was conducted under the writer's supervision in the internship.

3.2. Data Collection

To conduct the case study, the writer employed several instruments, including:

3.2.1. Observation

The observation that the writer carried upon this case study encompasses various fields, but the main concerns are located in marketing and translation fields. The writer observed the correlation and the appropriate way to incorporate translation into B2B marketing tools. Since the company is relatively new, it lacks of marketing materials that can be observed by the writer. As a solution, the writer

found external sources to be observed. Table 1 is the example of observational sheet. For the complete ones are presented on the Appendix 1.

Table 1 Example of Observational Sheet

DATE	ACTIVITIES	ADDITIONAL NOTES
9 th February, 2024	The writer looked at some references from the seniors, then tried to choose which problems that worth to discuss as her SOP on her final report.	The writer got assigned to work on sales kit for the company. Through this opportunity, she also tried to find which project that is appropriate to discuss on her final report.
20 th February, 2024	The writer narrowed down her research area around advertising translation, specifically B2B advertisements.	The writer got assigned to translate the brochures which can be useful for her final report.

3.2.2. Theories

Based on the observation that the writer did earlier, the writer found theories for each aspect that can be applied into the case study. In terms of knowledge about translating B2B marketing tools, the writer used a guide from Torresi (2020) which specifically talks about translation of promotional and advertising texts. For translation method, the writer used Newmark (1988) theory that draws higher familiarity based on the translation courses that taken by the writer throughout her college years. Lastly, the theory used upon translation style is also taken from Torresi (2020) theory.

3.2.3. Feedback

During the translation process, the writer submitted the translation to the supervisor in order to get feedback and asking whether the translation is suitable

for what the company needs. The feedback is conducted through a discussion between the writer and the supervisor. The discussion is beneficial in both ways, so that the writer could improve her translating skills and for the company to meet the right needs of the translated brochures.

3.3. Data Analysis

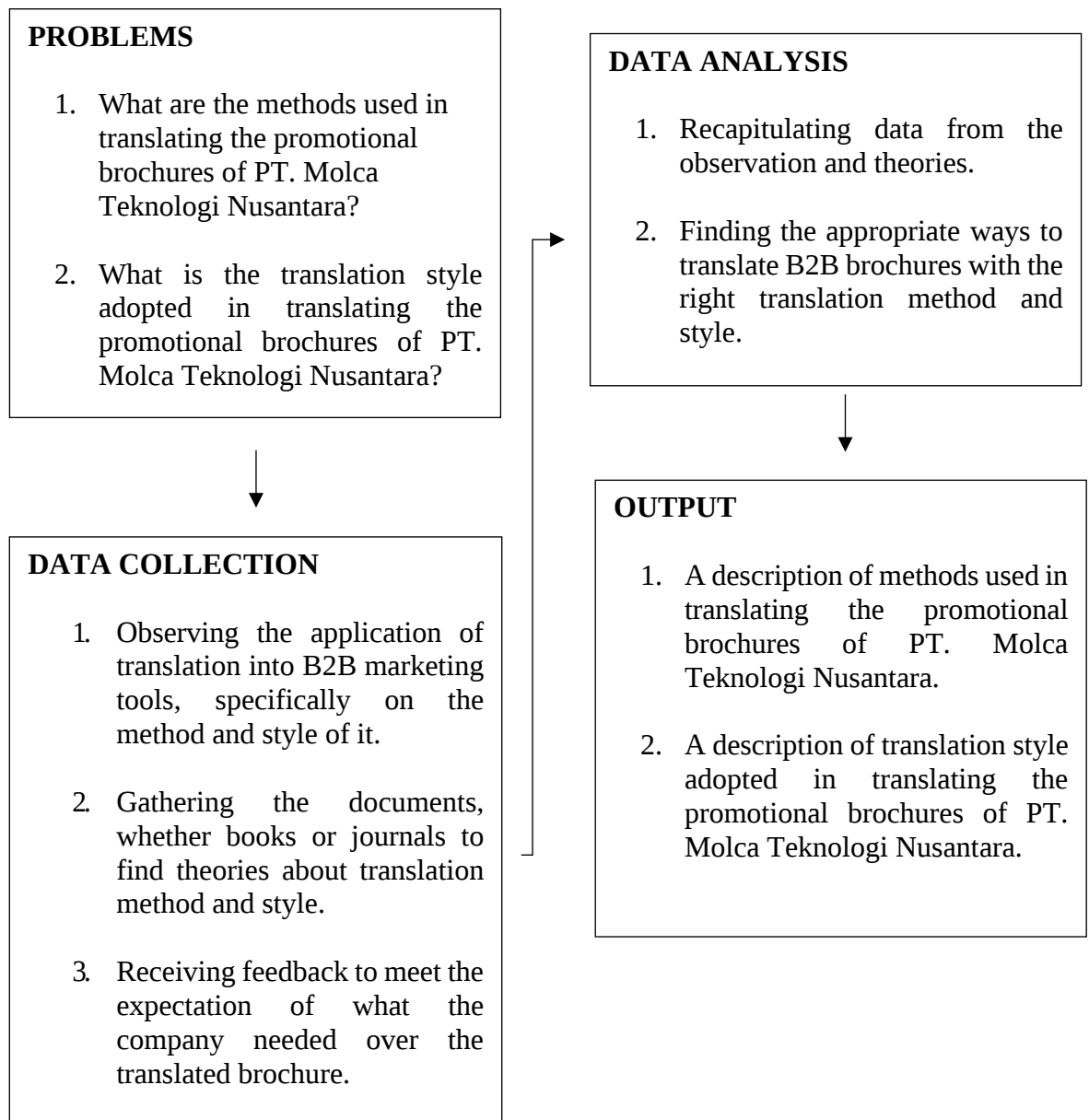
To analyse the data, the writer employed triangulation of data collection, combining multiple data collection methods to address the statement of problems and provide a comprehensive understanding of the issues at hand.

Firstly, the writer analyzed the style that applied in the original brochures and proceeding to translate the entire brochures from Indonesian to English by mimicking the style from the original text. After that, the writer analyzed the translation methods that used in the translation of entire brochures. The analysis was done by following the theory from Newmark (1988) for translation methods and Torresi (2020) for translation style. Lastly, the writer submitted the translation to the supervisor to get feedback that can meet the company needs.

Table 2 Triangulation of Data Collection Techniques

No	Unit of analysis	Data collection techniques
1.	The methods used in translating promotional brochures of PT. Molca Teknologi Nusantara	1. Observation 2. Theories 3. Feedback
2.	The translation style adopted in translating promotional brochures of PT. Molca Teknologi Nusantara.	1. Observation 2. Theories 3. Feedback

3.4 . Framework of the Report



CHAPTER 4

RESULTS AND DISCUSSION

4.1. Description

In order to reach global customers, a company needs to provide multilingual marketing tools to promote the product/service to a wider audience all across the world. Since English is an international language that is spoken globally, it comes as a must to provide the English version to any marketing tools that will be visible to the global audience.

To end the language barrier problem that occurred because of the non-existent English version of promotional brochures from PT. Molca Teknologi Nusantara, the writer got assigned to translate the brochure from Indonesian to English. In this case, translation serves as the solution to bridge the language barrier. In the process of translating the brochures, there are many translation topics that can be explored. However, the writer chose translation methods and translation style to be used as the statement of problems in this report.

4.1.1. Translation Methods used in translating promotional brochures of PT. Molca Teknologi Nusantara

In this subchapter, the writer would like to discuss the results after thorough observation that she did upon the translation method used in the promotional brochures of PT. Molca Teknologi Nusantara. Following Newmark's (1988) theory of translation methods that consist of eight methods in total; word-for-word translation, literal translation, faithful translation, semantic translation, free translation, idiomatic translation, communicative translation, and adaptation. The

writer found three translation methods that applied in the brochures. Since the objects of this case study are brochures, the readership aspect plays such a big role in the decision of choosing the appropriate translation methods. As a final result, the writer chose literal translation, communicative translation, and faithful translation methods to capture the suitable translation by prioritizing readership aspect into account.

a. **Literal Translation**

Among the three methods that applied into the translation of promotional brochures, literal translation is topping the list with its highest frequency usage. Due to the loads of information shown in the brochure, literal translation became the highly-used method with the intention to deliver the accurate equivalence of the information from the source text.



Figure 7 Excerpt from Indonesian and English Version of Firefighting Brochures

Table 3 Examples of Literal Translation from Firefighting Brochures

No.	Original Sentence	Translated Sentence
1.	FITUR - FITUR UTAMA VIRTUAL REALITY PEMADAM KEBAKARAN	MAIN FEATURES OF FIREFIGHTING VIRTUAL REALITY
2.	Simulasi Realistis Kebakaran: Karyawan dapat melatih diri dalam berbagai skenario kebakaran, termasuk kebakaran di gedung perkantoran, gudang, atau fasilitas industri, dengan mempertimbangkan 6 jenis sumber api yang berbeda.	Realistic Fire Simulation: Employees can train themselves in various fire scenarios, including fires in office buildings, warehouses, or industrial facilities, by considering 6 different types of fire sources.
3.	Penggunaan Alat Pemadam Kebakaran: Simulasi interaktif memungkinkan karyawan untuk berlatih menggunakan berbagai jenis alat pemadam kebakaran, termasuk 5 tipe alat pemadam api ringan (APAR) yang berbeda.	The usage of Fire Extinguishers: Interactive simulations allow employees to practice using different types of fire extinguishers, including 5 different types of light fire extinguishers.
4.	Evakuasi & Pertolongan: Latihan dilakukan untuk	Evacuation & Rescue: Exercises were conducted to teach employees

	mengajarkan karyawan tentang prosedur evakuasi dan memberikan pertolongan pertama pada korban kebakaran.	about evacuation procedures and providing first aid to the injured victims of a fire.
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Table 3 Continuation

Table 3 displayed the examples of literal translation that applied in the firefighting case study brochure. In line with Newmark (1988) definition of literal translation, this method prioritizes a direct and accurate translation of the source language (SL) text into the target language (TL) while simultaneously maintaining the referential and pragmatic meaning of the original text.

In this context, literal translation method was chosen for its capacity to effectively convey the meaning of the source text. By adopting the grammatical structure of the target language, the translation can effectively convey the intended meaning to the reader. Furthermore, literal translation involves translating lexical words and specialized terms separately to ensure the best possible contextual understanding. This method gives a precise and accurate translation that preserves the original meaning of the text. For instance:

Source Text:

Simulasi Realistis Kebakaran: Karyawan dapat melatih diri dalam berbagai skenario kebakaran, termasuk kebakaran di gedung perkantoran, gudang, atau fasilitas industri, dengan mempertimbangkan 6 jenis sumber api yang berbeda.

Translated Text:

Realistic Fire Simulation: Employees can train themselves in various fire scenarios, including fires in office buildings, warehouses, or industrial facilities, by considering 6 different types of fire sources.

Based on the translated sentence above, almost all the words used are translated singly and directly into the target language. However, there are four phrases that change the word order to fit into the target language's grammatical structure. For instance, instead of translating “*Simulasi Realistis Kebakaran*” into “**Simulation Realistic Fire**”. The writer translated it into “**Realistic Fire Simulation**” in order to make the translation acceptable by following the English grammatical structure. This flexibility in word order adjustment in literal translation is crucial in order to achieve a high degree of accuracy and fluency in the translation. Below is another example of literal translation from the third row of Table 3.

Source Text:

Penggunaan Alat Pemadam Kebakaran: *Simulasi interaktif memungkinkan karyawan untuk berlatih menggunakan berbagai jenis alat pemadam kebakaran, termasuk 5 tipe alat pemadam api ringan (APAR) yang berbeda.*

Translated Text:

The usage of Fire Extinguishers: Interactive simulations allow employees to practice using different types of fire extinguishers, including 5 different types of light fire extinguishers.

From the above example, there is a word reduction and also added words from the translation of “*Penggunaan Alat Pemadam Kebakaran*” into “The usage of Fire Extinguishers”. The additional words are “the” and “of” when there is only a word from the source text, which is “*penggunaan*”. The translation of “the usage of” from “*penggunaan*” is based on the right grammatical structure of English which positioned as the target language and also to create translation that is linguistically acceptable. On the other hand, the word reduction is spotted on the translation of “*Alat Pemadam Kebakaran*” into “Fire Extinguishers”. From the source phrase, there are three words included. However, in the target language, the only right way to translate “*Alat Pemadam Kebakaran*” is “Fire Extinguishers” instead of “Tool Extinguisher Fire”. That makes the translation of the inserted sentence falls into literal translation category in a way that it tries to find the right equivalent of the source text instead of prioritizing the word-by-word equivalent. Below is an example that provided from the fourth row of Table 3.

Source Text:

Evakuasi & Pertolongan: Latihan dilakukan untuk mengajarkan karyawan tentang prosedur evakuasi dan memberikan pertolongan pertama pada korban kebakaran.

Translated Text:

Evacuation & Rescue: Exercises were conducted to teach employees about evacuation procedures and providing first aid to the injured victims of a fire.

In the inserted example above, it shows that there is a usage of passive voice in both texts. Proven on the phrase “were conducted” as a translation of

“*dilakukan*”. Upon that matter, it highlights the essence of literal translation which the main focus would always rely on the equivalent meaning of the source language to create a translation that captures the message accurately.

b. Communicative Translation

In this case study, communicative translation is the second highest-usage among three translation methods that used in the brochure’s translation. Similar with previous reason behind the usage of literal translation, some of information loaded in the brochure is not digestible by using the literal translation method. To solve the problem, communicative translation serves as the solution to it.

Pelatihan pemadam kebakaran menggunakan teknologi <i>virtual reality</i> memungkinkan karyawan untuk berlatih dalam lingkungan simulasi yang realistis, mempersiapkan mereka untuk menangani berbagai skenario kebakaran dengan kepercayaan diri dan keterampilan yang diperlukan.	Virtual Reality (VR) technology revolutionizes firefighting training by providing a lifelike simulated environment where employees can train their skills and prepare for various fire scenarios. This immersive training experience enables them to develop the courage and expertise needed to effectively respond to emergencies and save lives.
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Figure 8 Excerpt from Indonesian and English Version of Firefighting Brochures

Table 4 Examples of Communicative Translation from Firefighting Brochures

No.	Original Sentence	Translated Sentence
1.	Pelatihan pemadam kebakaran menggunakan teknologi <i>virtual reality</i> memungkinkan karyawan untuk berlatih dalam lingkungan simulasi yang realistis, mempersiapkan mereka untuk menangani berbagai skenario kebakaran dengan kepercayaan diri dan	1. Virtual Reality (VR) technology revolutionizes firefighting training by providing a lifelike simulated environment where employees can train their skills and prepare for various fire scenarios. 2. This immersive training experience enables them to develop the courage and expertise needed to

	keterampilan yang diperlukan.	effectively respond to emergencies and save lives.
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Table 4 Continuation

Table 4 displayed the examples of communicative translation that applied in the firefighting case study brochure. Staying true to Newmark's (1988) definition of communicative translation, this method puts the main focus of the translation heavily on its readership aspect with an aim to create similar effect that experienced by readers of the original text. To reach the goal of communicative translation, the translation needs to be linguistically and culturally acceptable to the readers. It often involves adjustments to the original text to make it more accessible and understandable in the target language, so that the message is conveyed effectively and efficiently.

In the provided example that displayed on Table 4, communicative translation was chosen for the sake of readership aspect. Therefore, there were several adjustments from the original text. Originally, the source text consists only a sentence. In the translation, it got cut into two sentences to deliver the same effect that was achieved by the readers of the original text.

According to the example on Table 4, instead of starting the translation with “Firefighting training”, the writer started the translation with “Virtual Reality (VR) technology” from the source text “*Pelatihan pemadam kebakaran*”. The reason behind this translation is located on the main object that talked in the context, virtual reality. To capture the effect that the writer got as the

reader of the source text, the writer and her supervisor agreed that it is better to open the sentence with “Virtual Reality” instead of “Firefighting training”.

Since the subject of the text shifted to “Virtual Reality”, the verb was also changed to something appropriate that can be paired with the subject. In this case, the writer chose “revolutionizes” to depict the intention of the source text along with fitting into the context of the sentence. Another translation that worth to discuss is found on the translation of “*kepercayaan diri*” into “the courage” instead of translating it into “self-confidence”. The writer thought that “self-confidence” did not match to the context of the original text. To solve the problem, the accurate way to deliver the accurate intention from the original text is finding the alternative that nears the equivalent of the context which made the writer choose “the courage”. Below is another example of communicative translation.

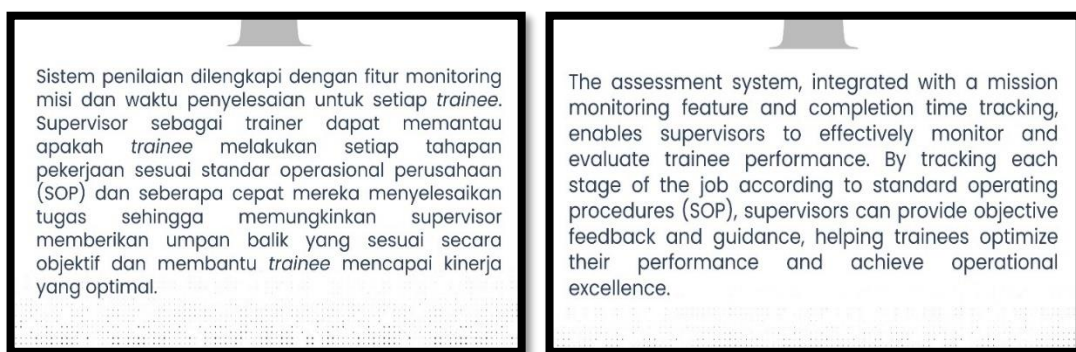


Figure 9 Excerpt from Indonesian and English Version of Operator Training Brochures

Table 5 Examples of Communicative Translation from Operator Training Brochures

No.	Original Sentence	Translated Sentence
1.	Sistem penilaian dilengkapi dengan fitur monitoring misi dan	The assessment system, integrated with a mission monitoring feature and completion time tracking,

	waktu penyelesaian untuk setiap <i>trainee</i> .	enables supervisors to effectively monitor and evaluate trainee performance.
2.	Supervisor sebagai trainer dapat memantau apakah <i>trainee</i> melakukan setiap tahapan pekerjaan sesuai standar operasional perusahaan (SOP) dan seberapa cepat mereka menyelesaikan tugas sehingga memungkinkan supervisor memberikan umpan balik yang sesuai secara objektif dan membantu <i>trainee</i> mencapai kinerja yang optimal.	By tracking each stage of the job according to standard operating procedures (SOP), supervisors can provide objective feedback and guidance, helping trainees optimize their performance and achieve operational excellence.

Table 5 Continuation

As shown on Table 5, each sentence of the original text did not translate directly to the target language. Embracing the nature of Communicative Translation, the word order of the original sentence was not being preserved because the goal is to deliver the contextual meaning that acceptable to the readers.

Source Text:

Sistem penilaian dilengkapi dengan fitur monitoring misi dan waktu penyelesaian untuk setiap trainee.

Translated Text:

The assessment system, integrated with a mission monitoring feature and completion time tracking, enables supervisors to effectively monitor and evaluate trainee performance.

Based on the provided example above, it is clear that the translation does not only translate the sentence, but also translate the context of the text. The phrase

“enables supervisors to effectively monitor and evaluate trainee performance” was supposed to belong in the second sentence. However, to accurately deliver the context, that phrase is being mentioned earlier in the first sentence to complete the objective of the subject.

Source Text:

Supervisor sebagai trainer dapat memantau apakah *trainee* melakukan setiap tahapan pekerjaan sesuai standar operasional perusahaan (SOP) dan seberapa cepat mereka menyelesaikan tugas sehingga memungkinkan supervisor memberikan umpan balik yang sesuai secara objektif dan membantu *trainee* mencapai kinerja yang optimal.

Translated Text:

By tracking each stage of the job according to standard operating procedures (SOP), supervisors can provide objective feedback and guidance, helping trainees optimize their performance and achieve operational excellence.

As the first phrase has already mentioned on the previous sentence, the focus of the translation has shifted to the rest of the sentence. In this case, the phrase “*standar operasional perusahaan*” the abbreviation of SOP, fortunately has the equivalent meaning on the target language which also can be abbreviated into SOP. The equivalent phrase in the target language of SOP is “standard operating procedures”. This case once again proves the nature of communicative translation which prioritizes the readers’ familiarity that have the equivalent of the source text.

c. Faithful Translation

Faithful translation is the least used translation method in the brochures. The high-usage of faithful translation might be risky, due to the rigid factor that usually comes up with the result of faithful translation. It is best to limit the usage faithful translation to avoid the rigid result that might bring misinformation from the brochures.



Figure 10 Excerpt from Indonesian and English Version of Safety Patrol Brochures

Table 6 Examples of Faithful Translation from Safety Patrol Brochures

No.	Original Sentence	Translated Sentence
1.	“OPTIMALKAN KESELAMATAN DI TEMPAT KERJA: SOLUSI INOVATIF VR SAFETY PATROL DALAM STUDI KASUS PELABUHAN”	“OPTIMIZING WORKPLACE SAFETY: AN INNOVATIVE VR SAFETY PATROL SOLUTION IN A PORT CASE STUDY”

Table 6 displayed the example of faithful translation that applied in the brochure. Staying true to the characteristic of faithful translation that focuses on transferring the intentions and text-realization of the source language, this method would also most likely preserve the lexical nuance of the source text.

According to the inserted example above, the phrase “OPTIMALKAN KESELAMATAN DI TEMPAT KERJA” got translated into “OPTIMIZING WORKPLACE SAFETY” which clearly preserved the lexical nuance of the source

text. Even though the translation is understandable, it seems like it is not enough to deliver the initial message from the source text which caused the translation to seem rigid. However, since the focus of this translation is located on the source language intention, the provided translation is enough in capturing the intention of the source language by also fitting the grammatical structure of the target language.

Based on the overall analysis upon the translation methods used in promotional brochures of PT. Molca Teknologi Nusantara, there are three translation methods used in the brochures. However, faithful translation is not used across all the brochures to prevent the rigid aspect of it. Faithful translation is only applied in Safety Patrol Brochures, specifically only on the title of the brochures.

On the other hand, each brochure contains both literal translation method and communicative translation method. The use of literal translation is dominating the overall brochures as an act to preserve the information on the original texts as close as possible to the source language. Whereas communicative method is used to engage with the readers by adopting the equivalence of the information in English.

The portion of each method is chosen according to the objective of texts loaded in the brochures. Unlike the usual translated texts, the brochures contain three translation methods to preserve the purpose of each text. Literal translation partakes in the text that provides information of the promoted products/services to minimize interpretative changes, which is particularly important for maintaining the precise meaning in technical and industrial contexts. In contrast, communicative translation partakes in texts that have the potential to engage with the target readers.

It usually used on the short description of the products, which needs to be made as engaging as possible. On top of that, communicative method is useful to provide a direct call to action on the translated text.

4.1.2. Translation Style adopted in translating the promotional brochures of PT. Molca Teknologi Nusantara

During the translation process over the promotional brochures of PT. Molca Teknologi Nusantara. There is another additional aspect that needs to be considered before executing the translation process. Focusing on the object of the translation, which are promotional brochures. The other consideration that was taken into account was the style adopted in both texts.

Tracking back to the background of PT. Molca Teknologi Nusantara. PT. Molca Teknologi Nusantara is a Business-to-Business company that specialises in developing XR (AR/MR/VR) technology for various industry sectors. There is a major difference in the marketing strategy that is incorporated between Business-to-Business marketing and Business-to-Customer marketing. The characteristics of each marketing strategy are located in the highlights of persuasion and information ratio. In many cases of Business-to-Customer marketing, the persuasion ratio of the promotional tools is relatively higher than the information.

Following Torresi's (2020) theory on the definition of Business-to-Business promotional text. Torresi (2020) claims that Business-to-Business (B2B) promotional texts are created by companies to advertise their products or services to other businesses that are already or might become their customers. She also adds that the majority of B2B communication takes place between companies within the

same market segment, which often involves specialized industries. As a result, the target companies typically have extensive knowledge regarding the products and services that they need. The needs of targeted companies are usually centered on improving production efficiency, enhancing quality, and reducing costs, which necessitates more technical and information-oriented approach to promotion.

Consequently, B2B promotional contents tend to focus on providing technical information and data rather than relying on persuasive tactics, such as emotional appeals or sensational claims. This is because the target audience is well-informed and has specific requirements that need to be met. The high information-to-persuasion ratio in B2B promotion reflects the emphasis on providing accurate and relevant information to support purchasing decisions, rather than relying on manipulative or persuasive strategies.

Continuing on the writer's task with the promotional brochures of PT. Molca Teknologi Nusantara, the writer was given a translating task due to her background as an English major student. However, the writer was initially assigned as a copywriter. Thus, during the process of doing this case study, the writer positioned herself as both a copywriter and a translator. In that case, Torresi (2020) also states that, as a translator, leaving out small details or not accurately translating technical words can cause problems that could lead to the possibility of the company losing money. Especially if the translator failed to find a translation for monoreferential terms (i.e., terms with a single real-world referent) that the source company considers appropriate.

In the promotional brochures of PT. Molca Teknologi Nusantara, there are several monoreferential terms included from the original brochures. Fortunately, the monoreferential terms originated in English. As a result, the writer was not burdened with huge responsibility for translating the terms.



Figure 11 The Usage of Monoreferential Terms in Original brochure

In Figure 11, the use of monoreferential terms was initiated to depict the features of the promoted tools. The earlier statement, in regards to the familiarity of the products that the targeted companies need, provided a justification over the usage of monoreferential terms, which relies on the range of knowledge from the target company regarding the promoted products. As the monoreferential terms are written in English, it required no translation on the translated version of the brochures due to the fact that the target language of the translation itself is English.

Staying true to the job of a translator, which is forbidden to stray from the source text, the writer did the translation mostly with the literal translation method, which is categorized as a method that puts emphasis on the source language rather than the target language. However, in the context of advertising translation, the translator's decision-making process is not solely reliant on the source text. The company's or client's decision is also being taken into consideration. In the writer's case, her supervisor here acts as the one who made the decision.

The translation methods were also correlated with the style of the advertisements. Persuasive style advertisements tend to use translation methods that put the emphasis on target language text. On the other hand, informative style advertisements tend to use translation methods that place emphasis on source language text.

After a thorough observation, the writer analyzed the style that was adopted on PT. Molca Teknologi Nusantara's brochures. The elements of PT. Molca Teknologi Nusantara's promotional brochures fit heavily into the characteristics of informative style. Below are the supporting factors:

a. The Contents of Brochures



Figure 12 Contents of the Brochure

As shown on Figure 12, the ratio of information-to-persuasion is heavier on the information side. The persuasion was based on the tone that was used in each sentence without explicitly showing it. In this case, it would be impossible if the promotional brochures were made in a persuasive style that was identical with short sentences regarding the product.

Virtual Reality_ Safety Patrol at Ports

A new innovation in virtual reality-based training is now available in the form of an application. Through this training, the workers will conduct realistic and interactive simulations to gain real experience and have the ability to face high-risk work in the port area by putting themselves in safety and secure condition.

Figure 13 Detailed Content of Safety Patrol Section

The content depicted in Figure 13 illustrates the manner in which information is presented in an informative style, highlighting the effectiveness of this style in conveying detailed information to the target audience.

Original Paragraph (Informative Style):

“A new innovation in virtual reality-based training is now available in the form of an application. Through this training, the workers will conduct realistic and interactive simulations to gain real experience and have the ability to face high-risk work in the port area by putting themselves in safety and secure condition.”

However, if persuasive style is being used on mentioned paragraph, it would be rewritten as follows:

"Experience high-risk port operations safely with our virtual reality training app. Gain real-world experience through realistic simulations and upgrade your skills today!"

Due to the amount of information that the target company needs to know, it is impractical to create brochures in a persuasive style with limited details about the

product. Instead, an informative style is crucial for effectively communicating detailed information to clients. This approach enables the use of an assured tone, rather than an exciting one, to convince targeted clients of the value of the promoted products and services. In the context of Business-to-Business transactions, promotional texts must be created to convey maximum conviction, making the targeted company believe they genuinely need the promoted products and services. In that matter, persuasion can be shown through implicit conviction, rather than explicit persuasion that is mainly applied in a persuasive style.

b. Applied Translation Methods

As stated earlier, the application of translation methods can also identify the style of promotional texts. In this case, there are three applied translation methods in PT. Molca Teknologi Nusantara's brochures. The high-usage method is literal translation method, and then there is also the communicative method and faithful method with limited ratio usage.

The reason behind the correlation between translation methods and style is based on the message that needs to be transferred. If the context is persuasive advertising, the best thing to do is translate it with an emphasis on the target language, which is usually done with an adaptation method. In contrast, informative advertisements need to be translated in accordance with the source language to deliver the information accurately.

Since two out of three translation methods used in PT. Molca Teknologi Nusantara's brochures are the ones that put emphasis on source language, literal translation is the high-usage method. It is clear that the writer wanted to transfer the

information from the original text with high accuracy translation. To put an end to that, it can be concluded that the writer's intention is in line with the characteristic of informative translation style.

c. The Usage of Case Study

The usage of case study also plays a role in determining the style that is adopted in promotional texts. Highlighting the nature of case study itself which provides a detailed look at a specific situation, it becomes clear that a solution is needed to effectively convey the intricate details of the case study.

To solve the problem, informative style serves as the best solution to lay out detailed data of the case study. Moreover, the function of the case study on the brochures was to show their portfolios, knowing that the products of PT. Molca Teknologi Nusantara were customized according to the clients' needs. Thus, every bit of information regarding the offered products is important rather than pushing the persuasion ratio without detailed information regarding the products that are being promoted.

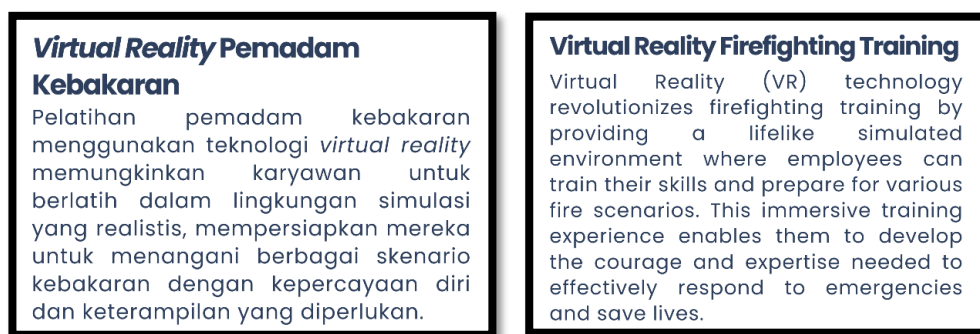


Figure 14 Original Contents and Translated Contents of Firefighting Section

As shown on Figure 14, the tone that was used on the sentence on the original text relied heavily on stating the general facts according to the nature of

case study with minimum persuasion. On the translated text, the writer used communicative translation to highlight the persuasion that was barely shown on the original text by also sticking into informative tone. If the persuasion ratio is set into its maximum level, it would most likely be rewritten as “Transform your firefighting training with Virtual Reality (VR) technology, where you can hone your skills in a realistic, immersive environment and prepare for any fire scenario. With VR, you'll gain the confidence and expertise to respond to emergencies with precision and save lives - don't settle for anything less!”.

This example once again supports the conclusion that PT. Molca Teknologi Nusantara's brochures are not suitable for maximum persuasive style due to their inability to accurately capture the promotional message. However, it is essential to note that both informative and persuasive styles are not mutually exclusive concepts. In which, information and persuasion coexist and interact with each other in every advertisement. While one style may dominate the other, the dominant aspect will ultimately control the overall information presented.



Figure 15 Informative Persuasive Ratio in VR OTS Brochure

As shown on Figure 15, the green brackets contain the informative aspect of the brochure which displayed the background and relevant information regarding the product/service. Meanwhile, red brackets contain persuasive aspect of the brochure which used to persuade by inserting the benefits of the products by also utilizing “Molca presents...” on the introduction before jumping on further information of the products.

In Figure 15, the green brackets that contain informative aspect of the brochure dominating the overall brochures which equally applied to each brochure of PT. Molca Teknologi Nusantara. The complete analysis of informative-persuasive ratio is shown on Appendix 3. Thus, it proves that the informative and persuasive are coexist in the brochures with informative as the one that dominating the brochures.

4.2. Obstacles

4.2.1. Obstacle related to used methods in translating brochures of PT. Molca Teknologi Nusantara

The writer faced a significant obstacle in selecting a translation method due to her health condition, which hindered her ability to think clearly during the decision-making process. This obstacle was worsened by the fact that the translation methods topic was taught in the second semester, which was already a long time ago. Once the writer's health improved, she tried to recall the relevant information regarding translation methods. During this process, the writer re-read her notes which specifically focused on translation methods and re-examined the

module of translation courses. Through this step, the writer was able to re-familiarize herself with the various translation methods and their characteristics.

In order to ensure the accuracy of the chosen translation methods, the writer went through three-stage checking process to verify whether the criteria of a specific paragraph fit into the characteristics of the chosen translation method. This meticulous approach allowed the writer to thoroughly evaluate the suitability of each method and ultimately select the most appropriate translation method for each paragraph.

4.2.2. Obstacle related to adopted style in translating brochures of PT. Molca Teknologi Nusantara

During the process of identifying a suitable translation style for advertisements, the writer encountered three obstacles that slowed down the progress of the report. The first obstacle was located on the lack of sources related to translation style studies in the context of promotional tools. This limited availability of sources made it difficult for the writer to find relevant information that could be applied into the report. The limited number of sources led to the second obstacle, which made the writer gone through multiple revisions due to the used theory is not suitable into the context of the report. The writer had to revisit and recheck her approach to make sure that the chosen theory was applicable and effective in the given context.

The third and final obstacle arose after the writer successfully found a suitable theory. Despite having the right framework, the writer struggled to break down the explanation of the adopted style in the brochures. The writer was confused

since the study of translation style is relatively rare, it made the process challenging to find suitable examples to illustrate the findings.

4.3. Added Values

Besides the obstacles that the writer encountered in the process, there were also some added values that the writer received.

4.3.1. Added values related to used methods in translating brochures of PT.

Molca Teknologi Nusantara

There are two added value that gained by the writer through finding translation methods process. The first added value is the opportunity to gain better understanding about translation, specifically translation methods that already been taught on the second semester. It also helped the writer to improve her ability at deciding which translation methods are applied into specific translated texts.

Next one, through this case study, it allowed the writer to gain new insight about translation. Especially in terms of various application of translation. In this case, the type of translation that used is advertising translation. Thus, the writer gained a better understanding of the specific challenges and considerations involved in translating advertising materials, including the need to balance clarity, accuracy, and cultural sensitivity. This insight was not only enhanced the writer's understanding of translation, it also broadened her perspective on the role that translation plays in different contexts.

4.3.2. Added values related to adopted style in translating brochures of PT.

Molca Teknologi Nusantara

Even though the writer had a hard time in searching materials about translation style, it cannot be denied that her insight has improved significantly. There are three added values that gained through analysing translation style of the brochures.

The first added value was the opportunity to improve her translating ability because translation course used to be her least favourite course. On top of that, the writer discovered another scope of translation that can be analysed in terms of translating promotional tools. Since translation style topic was barely mentioned in any translation courses conducted in college, the writer was delighted to dig deeper into this topic.

Lastly, the writer became knowledgeable regarding the translation that applied in advertising. Especially in terms of discovering the glocal English that usually used in advertisements. By using glocal English, it made the writer have better comprehension regarding the nuances of advertising translation. Besides that, it cannot be denied the writer's ability in writing report has significantly improved.

4.4. Related Courses

There are four related courses that are useful in the process of undertaking this case study:

4.4.1. Introduction To Translation

This course is the core behind translation method which introduces the writer into the existence of methods in translation. Through this course, the writer

gained a capability to differentiate the eight translation methods with the help of assignments that given by the lecturer. This case study allowed the writer to analyse the difference between eight translation methods that applied in the brochures. Moreover, this course provides many insights regarding the core of translation.

Lastly, the writer gained deeper understanding of the translation process, including the importance of considering the target audience, cultural context, and linguistic nuances. Additionally, the course highlighted the role of translation in facilitating communication across linguistic and cultural boundaries, emphasizing the need for accurate and effective translation to ensure successful communication.

4.4.2. Indonesia-English Translation

In this course, the coverage of translation is specified in translating Indonesian text as the source language into English as the target language. This course has the highest relevancy in terms of the applied translation in the case study. The relevancy rate is most likely linked to the languages that applied, since the scope of this course only explores text that originally written in Indonesian and then the students were asked to translate the text into English. Thereby, this course played significant role due to the similar scope that can be applied into the project of the case study.

4.4.3. English for Advertising

English in advertising course encompasses various aspects that contribute to this case study. Since the project of this report is a promotional tool which categorized into advertisements, this course provides valuable knowledge that introduces the students on how advertisements work. This course helped the writer

to be familiar with the working industry that made the writer got her position as a copywriter intern at PT. Molca Teknologi Nusantara.

Along with that, this course helped the writer the most at understanding the flow of advertisements that can meet company needs. The course taught the writer how to craft compelling messages that resonate with the target audience, how to effectively use visual elements to capture attention, and how to measure the success of an advertisement campaign. The writer was able to apply these skills in her internship, where she was responsible for creating various advertising copies.

The English for Advertising course also provided the writer with the opportunity to work on real-world projects, which helped her to develop her skills in a practical setting. The writer was able to apply the theoretical knowledge she gained in the course to real-world scenarios, which helped her to develop a more comprehensive understanding of the advertising industry.

4.4.4. Academic Writing

Academic writing course has played a crucial role in preparing the writer for the final report. This course helped in enhancing the writer's academic writing skills, which are essential for writing a comprehensive and well-structured final report. The course has focused on various aspects of the final report, including telling the writer how to organize the relevant information in the final report, ensuring that the report is informative and well-researched.

This course also provides knowledge that helps the writer to organize the report in a logical and coherent manner, ensuring that the report is easy to follow and understand for the intended audience. In addition, the course also emphasized

the importance of using an appropriate writing style in the final report, ensuring that the tone is in line with academic format. Along with that, the course also covered the proper use of citations in the final report, allowing the writer to accurately reference the sources of information used in the report. Overall, the course has provided the writer with the necessary skills and knowledge to create a high-quality, academic final report. The course's focus on discussion, content, structure, writing style, and proposal writing has ensured that the writer is well-prepared to tackle the final report.

CHAPTER 5

CONCLUSION AND SUGGESTION

5.1. Conclusion

Referring to the previous chapter which discussed about translation, it leads the writer to find the answer regarding the statements of problem which act as the heart of this final report. In the whole process of conducting the case study along with writing the report, everything must have correlation that can answer the statements of problem. The first problem is analysing the used translation methods in PT. Molca Teknologi Nusantara's promotional brochures.

The writer analysed the translation methods by using Newmark's theory (1988) which was already taught in the Introduction to Translation course. After a thorough observation that the writer did, she found out that the application of translation methods can also determine the style of translation, which is discussed as the second problem statement. The writer found that there are three translation methods used in four promotional brochures of PT. Molca Teknologi Nusantara. The literal method was the most frequently used method in the brochures. It was followed by the use of communicative translation and faithful translation, which serves as the least used method among three of them.

In the second problem statement that discussed about translation style, the writer used Torresi's theory (2020) to guide her analysis towards advertisements style topic. According to the contents and elements loaded in PT. Molca Teknologi Nusantara's promotional brochures, it fits with the characteristic of informative style rather than persuasive style. The big distinction is located on the loads of

information to enlighten the target client about their products in a detailed way. However, the goals of advertisement are seen on how a promotional attempt can encapsulate both information and persuasion effectively to attract the customers. To that, although the style that applied is informative one, the persuasive element is still needed to reach the original intention behind advertising itself.

The writer faced two significant obstacles during the translation process: her health condition, which made it challenging to make right decisions, and finding a suitable theory for promotional tools, as most sources were relevant only to literary works. Despite these challenges, the writer gained several added values from the case study, including improved understanding of translation topics and translation skills, as well as the discovery of the specific needs that required to translate different type of text. This experience also provided an opportunity to explore advertising translation and the style of promotional texts, showcasing her skills as an English major student.

In conclusion, through working on this case study, the writer becomes more knowledgeable in many parts, especially at translation advertisements. Despite encountering several obstacles during the process, the writer was able to overcome them with ease, leveraging her skills and knowledge to navigate the challenges. The obstacles that found in the process also help the writer to be better at handling the similar situations that might happen in the future. Most importantly, the internship experience provides a beneficial opportunity for the writer to apply theoretical knowledge in a practical setting, which can be used as her final report project.

5.2. Suggestion

5.2.1. Suggestion for of PT. Molca Teknologi Nusantara

The writer suggests PT. Molca Teknologi Nusantara to continue producing promotional tools that can be used as a reference in the future. Due to the lack of promotional tools from the company, the writer was confused in determining the style that is suitable. Furthermore, the writer suggests PT. Molca Teknologi Nusantara to stick into the nature of B2B advertisements that has discussed between the interns and the marketing team. Lastly, the writer hopes that PT. Molca Teknologi Nusantara continuously build a good and strong relationship with Universitas Airlangga, especially with English Diploma Program.

5.2.2. Suggestion for English Diploma Program

The writer suggests English Diploma Study Program to provide additional activity for the students to release the stress at working on such a project. Along with that, hopefully English Diploma Study Program could facilitate any student's needs in order to help the growth of the students. Lastly, the writer suggests English Diploma Study Program to give sort of preview regarding the flow of the final reports on early semester, so the students will be well prepared.

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APPENDICES

Appendix 1: Table of Observational Sheet

DATE	ACTIVITIES	ADDITIONAL NOTES
9 th February, 2024	The writer looked at some references from the seniors, then tried to choose which problems that worth to discuss as her SOP on her final report.	The writer got assigned to work on sales kit for the company. Through this opportunity, she also tried to find which project that is appropriate to discuss on her final report.
20 th February, 2024	The writer narrowed down her research area around advertising translation, specifically B2B advertisements.	The writer got assigned to translate the brochures which can be useful for her final report.
24 th February, 2024	The writer read various sources about translating advertisements to find the SOP for this final report.	The writer chose translation method and translation style to be explored through this case study.
1 st March, 2024	The writer compared the different types of advertising translation.	The writer analyzed thoroughly on how to translate B2B advertisements.
14 th March, 2024	The writer had a discussion with her supervisor regarding the model of the brochures	The writer informed by the supervisor that the translation would be separated on different brochures, so there will be two versions of each type of brochure.
28 th March, 2024	The marketing team printed the sample of the Indonesian brochures.	Each of Molca's workers is given the sample to review the mistake that might occur on the brochures.
1 st April, 2024	The writer's supervisor submitted the revised brochures to the CEO and CMO.	The CEO and CMO approved the brochures with additional notes.

29 th April, 2024	The writer had an advisory session with the final report advisor.	The writer got some insights and feedbacks according to linguistic aspect from the lecturer.
1 st May, 2024	The writer tried to adjust from the lecturer's feedback.	The writer revised and followed instructions from the final report advisor.
2 nd May, 2024	The writer had additional research.	The writer did extended research upon translation style.

Appendix 2: Data Analysis of Translation Methods

Safety Patrol Brochure

Text Translated with Literal Translation Method		
Source Language	Target Language	Reason
PT. Molca Teknologi Nusantara merupakan perusahaan teknologi yang berfokus pada pengembangan solusi XR (AR/MR/VR) inovatif untuk berbagai sektor industri.	PT. Molca Teknologi Nusantara is a specialized technology company that develops innovative XR (AR/MR/VR) solutions for various industry sectors.	To accurately convey the technical terms accuracy and formal tone of the source text.
Nama Legal: PT Molca Teknologi Nusantara Nomer Induk Berusaha (NIB): 1101230026145 (Januari 2023) No. Pengukuhan PKP (Enterprise Tax): S-25/PKP/KPP.110903/2023 Office: JAPFA Tower II Lt. 12, Surabaya Workshop: Dharmahusada Indah Barat V AA No.30A,Kec. Gubeng, Surabaya	Legal Name: PT Molca Teknologi Nusantara Business Identification Number: 1101230026145 (January 2023) Enterprise Tax: S-25/PKP/KPP.110903/2023 Office: JAPFA Tower II Lt. 12, Surabaya Workshop: Dharmahusada Indah Barat V AA No.30A,Kec. Gubeng, Surabaya	To convey the specificity like the exact date "January 2023" and the exact location "JAPFA Tower II Lt. 12, Surabaya" which translated directly without any changes to maintain consistency and preserving the original meaning.
Dapat dimainkan di:  Meta Quest 2 Meta Quest 3 Meta Quest Pro	Playable On:  Meta Quest 2 Meta Quest 3 Meta Quest Pro	To convey the main idea of the source sentence accurately.
URGENSI PELATIHAN VIRTUAL REALITY SAFETY PATROL Keselamatan Kerja di tempat kerja merupakan aspek krusial dalam menjaga kesejahteraan serta produktivitas pekerja. Dalam hal ini, Molca memperkenalkan solusi inovatif dengan memanfaatkan teknologi Virtual Reality (VR), seperti VR Safety Patrol. Solusi ini semakin relevan dan diadopsi secara luas oleh berbagai industri sebagai upaya meningkatkan keselamatan dan efisiensi di lingkungan kerja.	URGENCY OF VIRTUAL REALITY SAFETY PATROL TRAINING Occupational safety in the workplace is a crucial aspect in maintaining the welfare and productivity of workers. In this case, Molca presents innovative solutions by utilizing Virtual Reality (VR) technology, such as VR Safety Patrol. This solution is becoming increasingly relevant and widely adopted by various industries as an effort to improve safety and efficiency in the work environment.	To minimize interpretative changes, which is particularly important for maintaining the precise meaning in technical and industrial contexts.
MANFAAT PELATIHAN VIRTUAL REALITY SAFETY PATROL  Meningkatkan Keselamatan 24/7 Mematuhi Standar Keselamatan & Keamanan Meningkatkan Respon Kondisi Darurat Meningkatkan Kesadaran Keamanan	BENEFITS OF SAFETY PATROL VIRTUAL REALITY TRAINING  Improving Safety at All Times Complying the Safety & Security Standards Improving Emergency Response Raising Safety Awareness	To minimize interpretative changes, which is particularly important for maintaining the precise meaning in technical and industrial contexts.
TANTANGAN PELATIHAN Safety patrol di pelabuhan seringkali dihadapkan pada risiko tinggi dan situasi darurat yang memerlukan respons cepat. Tantangan utama meliputi koordinasi tim, pemahaman situasi, dan penilaian risiko yang akurat.	SAFETY PATROL TRAINING CHALLENGE Port safety patrols face high-risk and emergency situations that demand swift response, requiring effective team coordination, situational understanding, and accurate risk assessment to ensure optimal outcomes.	To minimize interpretative changes, which is particularly important for maintaining the precise meaning in technical and industrial contexts.
FITUR UTAMA VIRTUAL REALITY SAFETY PATROL Fitur VR Port Safety Patrol menyediakan latihan interaktif untuk mengenali dan menangani kondisi dan perilaku yang tidak aman di pelabuhan. Pengguna diajak melalui simulasi kondisi tidak aman, seperti kebocoran bahan berbahaya, serta latihan mengidentifikasi perilaku tidak aman, seperti mengabaikan prosedur keselamatan. Melalui pengalaman virtual ini, karyawan dapat meningkatkan kesadaran mereka akan risiko potensial dan mengembangkan keterampilan untuk mengurangi kemungkinan kecelakaan di lingkungan pelabuhan.	VIRTUAL REALITY SECURITY PATROL ASSESSMENT SYSTEM The assessment system in VR Safety Patrol gives a real-time score of the user's performance in handling unsafe conditions. The assessment system evaluates the speed of response, accuracy of risk identification, the implementation of safety procedures, and effectiveness of preventive actions. The given scores help users to understand the areas where they have succeeded and where improvement is needed.	To minimize interpretative changes, which is particularly important for maintaining the precise meaning in technical and industrial contexts.

Text Translated with Communicative Translation Method		
Source Language	Target Language	Reason
Virtual Reality Safety Patrol VR Safety Patrol adalah solusi inovatif pelatihan keselamatan kerja yang menggunakan teknologi <i>Virtual Reality</i>. Keunggulan VR Safety Patrol yaitu pekerja dapat mengalami situasi darurat dan belajar mengatasi risiko secara realistis dan interaktif tanpa harus berada di lingkungan kerja sebenarnya. Sehingga membantu meningkatkan kesadaran dan keterampilan keselamatan, serta mengurangi risiko kecelakaan kerja.	Safety Patrol Virtual Reality VR Safety Patrol is a cutting-edge safety training solution that leverages Virtual Reality technology to provide workers with immersive learning experience. By simulating emergency situations in a realistic and interactive training, workers can learn to overcome risks without having to be in the actual work environment, thereby increasing their safety awareness and skills, but also reducing the risk of workplace accidents.	To convey the intended meaning and effect in a way that is natural, clear, and engaging for the target audience.
Diskusi Bersama Kami +62 811-324-066 hello@molca.com https://www.molca.id	Schedule a Meeting to Learn More +62 811-324-066 hello@molca.com https://www.molca.id	To clearly convey the intended purpose, and providing a direct call to action.
Text Translated with Faithful Translation Method		
Source Language	Target Language	Reason
 "OPTIMALKAN KESELAMATAN DI TEMPAT KERJA : SOLUSI INOVATIF VR SAFETY PATROL DALAM STUDI KASUS PELABUHAN"	 "OPTIMIZING WORKPLACE SAFETY: INNOVATIVE VR SOLUTION FOR SAFETY PATROL IN PORTS"	To accurately convey the intent and detail of the source text without adding or omitting significant information, ensuring that the target audience receives the intended message.

Firefighting Brochure

Text Translated with Literal Translation Method		
Source Language	Target Language	Reason
 "INOVASI PELATIHAN ALAT PEMADAM KEBAKARAN DI TEMPAT KERJA DENGAN TEKNOLOGI VIRTUAL REALITY"	 "TRAINING INNOVATION: FIRE EXTINGUISHING TOOL IN THE WORKPLACE WITH VIRTUAL REALITY TECHNOLOGY"	Literal translation can effortlessly convey the main context of the brochure's title which also create a natural translation.
PT. Molca Teknologi Nusantara merupakan perusahaan teknologi yang berfokus pada pengembangan solusi XR (AR/MR/VR) inovatif untuk berbagai sektor industri.	PT. Molca Teknologi Nusantara is a specialized technology company that develops innovative XR (AR/MR/VR) solutions for various industry sectors.	To accurately convey the technical terms accuracy and formal tone of the source text.
Nama Legal: PT Molca Teknologi Nusantara Nomer induk Berusaha (NIB): 1101230026145 (Januari 2023) No. Pengukuhan PKP (Enterprise Tax): S-25/PKP/KPP.110903/2023 Office: JAPFA Tower II Lt. 12, Surabaya Workshop: Dharmahusada Indah Barat V AA No.30A,Kec. Gubeng, Surabaya	Legal Name: PT Molca Teknologi Nusantara Business Identification Number: 1101230026145 (January 2023) Enterprise Tax: S-25/PKP/KPP.110903/2023 Office: JAPFA Tower II Lt. 12, Surabaya Workshop: Dharmahusada Indah Barat V AA No.30A,Kec. Gubeng, Surabaya	To convey the specificity like the exact date "January 2023" and the exact location "JAPFA Tower II Lt. 12, Surabaya" which translated directly without any changes to maintain consistency and preserving the original meaning.
Dapat dimainkan di:  Meta Quest 2 Meta Quest 3 Meta Quest Pro	Playable On:  Meta Quest 2 Meta Quest 3 Meta Quest Pro	To convey the main idea of the source sentence accurately.
Industri yang Relevan Menggunakan Virtual Reality Pemadam Kebakaran ✓ Industri Manufaktur ✓ Konstruksi ✓ Transportasi ✓ Layanan Publik ✓ Pelayanan Perhotelan ✓ Industri Minyak & Gas ✓ Industri Perdagangan ✓ Pelayanan Kesehatan ✓ Industri Perbankan ✓ Industri Pendidikan	Relevant Industries that can Benefit from Virtual Reality Firefighting Training ✓ Manufacturing Industry ✓ Construction ✓ Transportation ✓ Public Services ✓ Hospitality Services ✓ Oil & Gas Industry ✓ Trade Industry ✓ Health Care ✓ Banking Industry ✓ Education Industry	To minimize interpretative changes, which is particularly important for maintaining the precise meaning in technical and industrial contexts.
URGENSI PELATIHAN ALAT PEMADAM KEBAKARAN MENGGUNAKAN TEKNOLOGI VIRTUAL REALITY Keamanan karyawan menjadi prioritas utama dalam situasi keadaan darurat kebakaran. Molca mempersembahkan solusi inovatif berupa Pelatihan Pemadam Kebakaran menggunakan Virtual Reality (VR), untuk memastikan karyawan Anda siap menghadapi situasi darurat dengan tepat dan efektif.	URGENCY OF FIRE EXTINGUISHER TRAINING USING VIRTUAL REALITY In the case of a fire emergency, the safety of employees is of the top priority. Molca presents an innovative solution in the form of firefighting training using virtual reality (VR) to ensure that the employees are prepared to deal with emergency situations in an appropriate and effective manner.	To minimize interpretative changes, which is particularly important for maintaining the precise meaning in technical and industrial contexts.
MANFAAT PELATIHAN ALAT PEMADAM KEBAKARAN BERBASIS VIRTUAL REALITY 👤 Meningkatkan kesiapan karyawan 💰 Menghemat biaya pelatihan 🛡️ Pelatihan tanpa risiko bahaya 🧠 Meningkatkan partisipasi dan pengetahuan 🔍 Dapat disimulasikan sesuai kebutuhan	BENEFITS OF VIRTUAL REALITY-BASED FIRE EXTINGUISHING EQUIPMENT TRAINING 👤 Boost Employee Preparedness 💰 Reduce Training Expenses 🛡️ Training without risk of harm 🧠 Engaging and Educating 🔍 On-Demand Simulations	To minimize interpretative changes, which is particularly important for maintaining the precise meaning in technical and industrial contexts.

FITUR – FITUR UTAMA VIRTUAL REALITY PEMADAM KEBAKARAN • Simulasi Realistik Kebakaran: Karyawan dapat melatih diri dalam berbagai skenario kebakaran, termasuk kebakaran di gedung perkantoran, gudang, atau fasilitas industri, dengan mempertimbangkan 6 jenis sumber api yang berbeda. • Penggunaan Alat Pemadam Kebakaran: Simulasi interaktif memungkinkan karyawan untuk berlatih menggunakan berbagai jenis alat pemadam kebakaran, termasuk 5 tipe alat pemadam api ringan (APAR) yang berbeda. • Evakuasi & Pertolongan: latihan dilakukan untuk mengajarkan karyawan tentang prosedur evakuasi dan memberikan pertolongan pertama pada korban kebakaran.	MAIN FEATURES OF FIREFIGHTING VIRTUAL REALITY • Realistic Fire Simulation: Employees can train themselves in various fire scenarios, including fires in office buildings, warehouses, or industrial facilities, considering 6 different types of fire sources. • The usage of Fire Extinguishers: Interactive simulations allow employees to practice using different types of fire extinguishers, including 5 different types of light fire extinguishers. • Evacuation & Rescue: Exercises were conducted to teach employees about evacuation procedures and providing first aid to the injured victims of a fire.	To minimize interpretative changes, which is particularly important for maintaining the precise meaning in technical and industrial contexts.
SISTEM PENILAIAN VIRTUAL REALITY PEMADAM KEBAKARAN Sistem penilaian dilakukan dengan mengukur kemajuan karyawan dalam pelatihan, serta mengevaluasi kemampuan pengguna dalam menyelesaikan tugas-tugas yang diberikan dalam VR, dengan mempertimbangkan jenis sumber api dan alat pemadam yang sesuai, serta durasi penanganan kebakaran. Sehingga sistem tersebut membantu mengidentifikasi performa pengguna dan memberikan umpan balik yang berguna untuk pengembangan lebih lanjut.	ASSESSMENT SYSTEM OF FIREFIGHTING VIRTUAL REALITY The assessment system measures the employee's progress in training, and evaluates the user's ability to complete the tasks assigned in the VR, by considering the type of fire source and the appropriate extinguisher, as well as the duration of time needed to handle the fire. The system helps identify user performance and provides useful feedback for further development.	To minimize interpretative changes, which is particularly important for maintaining the precise meaning in technical and industrial contexts.
Text Translated with Communicative Translation Method		
Source Language	Target Language	Reason
Virtual Reality Pemadam Kebakaran Pelatihan pemadam kebakaran menggunakan teknologi <i>virtual reality</i> memungkinkan karyawan untuk berlatih dalam lingkungan simulasi yang realistis, mempersiapkan mereka untuk menangani berbagai skenario kebakaran dengan kepercayaan diri dan keterampilan yang diperlukan.	Virtual Reality Firefighting Training Virtual Reality (VR) technology revolutionizes firefighting training by providing a lifelike simulated environment where employees can train their skills and prepare for various fire scenarios. This immersive training experience enables them to develop the courage and expertise needed to effectively respond to emergencies and save lives.	To convey the intended meaning and effect in a way that is natural, clear, and engaging for the target audience.
Diskusi Bersama Kami +62 811-324-066 hello@molca.com https://www.molca.id	Schedule a Meeting to Learn More +62 811-324-066 hello@molca.com https://www.molca.id	To clearly convey the intended purpose, and providing a direct call to action.

Operator Training Simulator Brochure

Text Translated with Literal Translation Method		
Source Language	Target Language	Reason
PT. Molca Teknologi Nusantara merupakan perusahaan teknologi yang berfokus pada pengembangan solusi XR (AR/MR/VR) inovatif untuk berbagai sektor industri.	PT. Molca Teknologi Nusantara is a specialized technology company that develops innovative XR (AR/MR/VR) solutions for various industry sectors.	To accurately convey the technical terms accuracy and formal tone of the source text.
Nama Legal: PT Molca Teknologi Nusantara Nomer Induk Berusaha (NIB): 1101230026145 (January 2023) No. Pengukuhan PKP (Enterprise Tax): S-25/PKP/KPP.110903/2023 Office: JAPFA Tower II Lt. 12, Surabaya Workshop : Dharmahusada Indah Barat V AA No.30A,Kec. Gubeng, Surabaya	Legal Name: PT Molca Teknologi Nusantara Business Identification Number: 1101230026145 (January 2023) Enterprise Tax: S-25/PKP/KPP.110903/2023 Office: JAPFA Tower II Lt. 12, Surabaya Workshop : Dharmahusada Indah Barat V AA No.30A,Kec. Gubeng, Surabaya	To convey the specificity like the exact date "January 2023" and the exact location "JAPFA Tower II Lt. 12, Surabaya" which translated directly without any changes to maintain consistency and preserving the original meaning.
Dapat dimainkan di:  Meta Quest 2 Meta Quest 3 Meta Quest Pro	Playable On:  Meta Quest 2 Meta Quest 3 Meta Quest Pro	To convey the main idea of the source sentence accurately.
Industri yang Relevan Menggunakan Virtual Reality Operator Training Simulator ✓ Kimia ✓ Minyak dan Gas ✓ Energi ✓ Fabrikasi ✓ Pertambangan	Relevant Industries that can Benefit from Virtual Reality Operator Training Simulators ✓ Chemical Industry ✓ Oil and Gas Industry ✓ Energy Industry ✓ Fabrication Industry ✓ Mining Industry	To minimize interpretative changes, which is particularly important for maintaining the precise meaning in technical and industrial contexts.
MANFAAT VIRTUAL REALITY OPERATING TRAINING SIMULATOR 🧠 Pelatihan yang efektif dan efisien 🛡️ Minim risiko dan rendah biaya 📊 Memberikan penilaian yang objektif & terukur ⚙️ Menyesuaikan dengan kebutuhan pelatihan 👁️ Pengalaman pelatihan seperti kondisi lapangan	BENEFITS OF VIRTUAL REALITY OPERATING TRAINING SIMULATOR 🧠 Effective and efficient training 🛡️ Minimum risk and low cost 📊 Provide objective assessment ⚙️ Customizable to training needs 👁️ Training experience like real conditions	To minimize interpretative changes, which is particularly important for maintaining the precise meaning in technical and industrial contexts.
TANTANGAN PELATIHAN OPERATOR Industri pupuk kimia dihadapkan pada berbagai tantangan dalam pelatihan operator, seperti kecelakaan kerja dan penurunan produktivitas. Dengan VR OTS, kami bertujuan untuk mengatasi tantangan-tantangan ini dengan memberikan pengalaman pelatihan yang lebih efektif dan aman bagi operator.	OPERATOR TRAINING CHALLENGE The chemical fertilizer industry is faced with various challenges in operator training, such as on-site accidents and decreased productivity. With VR OTS, we aim to address these challenges by providing a more effective and safe training experience for operators.	To minimize interpretative changes, which is particularly important for maintaining the precise meaning in technical and industrial contexts.
PENGUNYA VIRTUAL REALITY OPERATING TRAINING SIMULATOR  Supervisor Operator Staf Teknis	THE USERS OF VIRTUAL REALITY OPERATION TRAINING SIMULATOR  Supervisor Operator Technical Staff	To minimize interpretative changes, which is particularly important for maintaining the precise meaning in technical and industrial contexts.

FITUR – FITUR UTAMA VIRTUAL REALITY OPERATING TRAINING SIMULATOR • Simulasi Pabrik dalam Berbagai Kondisi: Pelatihan dapat dilakukan dalam berbagai skenario operasional pabrik mulai dari kondisi <i>normal</i>, <i>startup</i> dan <i>shutdown</i>. • Simulasi Multiplayer/Co-Op Secara Lokal: Pengguna dapat berlatih bersama-sama atau berkolaborasi dalam lingkungan simulasi <i>virtual</i>. • Guided Sequence: Serangkaian latihan yang dipandu untuk membantu operator memahami prosedur kerja dengan lebih baik. • Stream and Call: Pengguna dapat melakukan streaming langsung atau melakukan panggilan dalam lingkungan simulasi, memungkinkan komunikasi <i>real-time</i> antar operator untuk koordinasi yang lebih baik selama latihan. • Mini Map: Mini map menyediakan pandangan <i>bird's-eye</i> terhadap lingkungan simulasi.	MAIN FEATURES OF VIRTUAL REALITY OPERATING TRAINING SIMULATOR • Plant Simulation in Various Conditions: Training can be performed in various plant operational scenarios ranging from <i>normal</i>, <i>startup</i> and <i>shutdown</i> conditions. • Local Multiplayer/Co-Op Simulation: Users can practice together or collaborate in a <i>virtual</i> simulation environment. • Guided Sequence: A series of guided exercises to help operators have a better understanding of work procedures. • Stream and Call: Users can live stream or make calls within the simulation environment, allowing <i>real-time</i> communication between operators for better coordination during exercises. • Mini Map: Mini map provides a <i>bird's-eye</i> view of the simulation environment.	To minimize interpretative changes, which is particularly important for maintaining the precise meaning in technical and industrial contexts.
Text Translated with Communicative Translation Method		
Source Language	Target Language	Reason
 "INOVASI PELATIHAN OPERATOR: MENINGKATKAN PRODUKTIVITAS INDUSTRI KIMIA DENGAN VR OPERATOR TRAINING SIMULATOR"	 "TRANSFORMING CHEMICAL INDUSTRY OPERATIONS: BOOSTING EFFICIENCY WITH VIRTUAL REALITY OPERATOR TRAINING SIMULATOR"	To adapt the original message to fit the cultural and linguistic norms of English speakers, ensuring that the key points are communicated in an appealing and easily understood manner.
Virtual Reality Operating Training Simulator (OTS) VR OTS adalah teknologi yang memungkinkan pelatihan operator dalam lingkungan simulasi <i>virtual</i> yang realistis, sehingga operator dapat berlatih secara interaktif dalam situasi yang aman dan terkendali untuk menghadapi situasi dunia nyata di lapangan. Skenario yang disediakan juga bervariasi, mulai dari kondisi <i>normal</i>, <i>startup</i>, dan <i>shutdown</i>.	Virtual Reality Operating Training Simulator (OTS) VR OTS is a cutting-edge technology that provides immersive operator training through a lifelike <i>virtual</i> simulation environment. It provides interactive training in a secure setting, preparing operators to handle <i>real-world</i> scenarios effectively. The provided scenarios are also vary, ranging from <i>normal</i>, <i>startup</i> and <i>shutdown</i> conditions.	To convey the intended meaning and effect in a way that is natural, clear, and engaging for the target audience.
Diskusi Bersama Kami +62 811-324-066 hello@molca.com https://www.molca.id	Schedule a Meeting to Learn More +62 811-324-066 hello@molca.com https://www.molca.id	To clearly convey the intended purpose, and providing a direct call to action.
Sistem penilaian dilengkapi dengan fitur monitoring misi dan waktu penyelesaian untuk setiap <i>trainee</i>. Supervisor sebagai trainer dapat memantau apakah <i>trainee</i> melakukan setiap tahapan pekerjaan sesuai standar operasional perusahaan (SOP) dan seberapa cepat mereka menyelesaikan tugas sehingga memungkinkan supervisor memberikan umpan balik yang sesuai secara objektif dan membantu <i>trainee</i> mencapai kinerja yang optimal.	The assessment system, integrated with a mission monitoring feature and completion time tracking, enables supervisors to effectively monitor and evaluate <i>trainee</i> performance. By tracking each stage of the job according to standard operating procedures (SOP), supervisors can provide objective feedback and guidance, helping <i>trainees</i> optimize their performance and achieve operational excellence.	To convey the intended meaning and effect in a way that is natural, clear, and engaging for the target audience.

All-in-One Brochure

Text Translated with Literal Translation Method		
Source Language	Target Language	Reason
 Pengembangan Sumber Daya Manusia Industri Masa Kini dengan Teknologi Virtual Reality	 Developing Human Resources for Future Industry with Virtual Reality Technology	To ensure the key terms and overall message are preserved without significant modification or rephrasing.
PT. Molca Teknologi Nusantara merupakan perusahaan teknologi yang berfokus pada pengembangan solusi XR (AR/MR/VR) inovatif untuk berbagai sektor industri.	PT. Molca Teknologi Nusantara is a specialized technology company that develops innovative XR (AR/MR/VR) solutions for various industry sectors.	To accurately convey the technical terms accuracy and formal tone of the source text.
Nama Legal: PT Molca Teknologi Nusantara Nomer Induk Berusaha (NIB): 1101230026145 (Januari 2023) No. Pengukuhan PKP (Enterprise Tax): S-25/PKP/KPP.110903/2023 Office: JAPFA Tower II Lt. 12, Surabaya Workshop: Dharmahusada Indah Barat V AA No.30A,Kec. Gubeng, Surabaya	Legal Name: PT Molca Teknologi Nusantara Business Identification Number: 1101230026145 (January 2023) Enterprise Tax: S-25/PKP/KPP.110903/2023 Office: JAPFA Tower II Lt. 12, Surabaya Workshop: Dharmahusada Indah Barat V AA No.30A,Kec. Gubeng, Surabaya	To convey the specificity like the exact date "January 2023" and the exact location "JAPFA Tower II Lt. 12, Surabaya" which translated directly without any changes to maintain consistency and preserving the original meaning.
Dapat dimainkan di:  Meta Quest 2 Meta Quest 3 Meta Quest Pro	Playable On:  Meta Quest 2 Meta Quest 3 Meta Quest Pro	To convey the main idea of the source sentence accurately.
 Meningkatkan Kompetensi Meningkatkan Keselamatan Menghemat Biaya Efisien Operasional Cakupan Pelatihan Lengkap Akses Tidak Terbatas	 Competency Development Risk Reduction Cost Savings Operational Efficiency Comprehensive Training Unlimited Access	To minimize interpretative changes, which is particularly important for maintaining the precise meaning in technical and industrial contexts.
FITUR VIRTUAL REALITY OPERATING TRAINING SYSTEM  Single Sign-On (SSO) Bilingual 2000 Steps in 3 Scenarios Co-Op Multiplayer Minimap Live Streaming	FEATURES OF VIRTUAL REALITY OPERATING TRAINING SYSTEM  Single Sign-On (SSO) Bilingual 2000 Steps in 3 Scenarios Co-Op Multiplayer Minimap Live Streaming	To minimize interpretative changes, which is particularly important for maintaining the precise meaning in technical and industrial contexts.
 Keterampilan Karyawan Meningkat Efisiensi Biaya Lingkungan Pelatihan Aman Respon Cepat dan Tepat	 Employee Skills Improved Cost Efficiency Safe Training Environment Fast and Precise Response	To minimize interpretative changes, which is particularly important for maintaining the precise meaning in technical and industrial contexts.
FITUR VIRTUAL REALITY PEMADAM KEBAKARAN  Simulasi Nyata Interaksi Aktif Sistem Skor Terbaik	FEATURES OF VIRTUAL REALITY FIREFIGHTING TRAINING  Realistic Scenarios Interactive Training Best Scoring System	To minimize interpretative changes, which is particularly important for maintaining the precise meaning in technical and industrial contexts.

  Meningkatkan Kompetensi Meningkatkan Keamanan   Efisiensi Biaya Fleksibel dan Adaptif	  Competency Development Improving Safety   Cost Efficiency Flexible and Adaptive	To minimize interpretative changes, which is particularly important for maintaining the precise meaning in technical and industrial contexts.
FITUR VIRTUAL REALITY SAFETY PATROL PELABUHAN  Interaksi Simulasi Keselamatan Kerja	FEATURES OF VIRTUAL REALITY SAFETY PATROL AT PORTS  Occupational Safety Simulation Interaction	To minimize interpretative changes, which is particularly important for maintaining the precise meaning in technical and industrial contexts.
Text Translated with Communicative Translation Method		
Source Language	Target Language	Reason
DISKUSI BERSAMA KAMI +62 811-324-066 hello@molca.com https://www.molca.id	SCHEDULE A MEETING TO LEARN MORE +62 811-324-066 hello@molca.com https://www.molca.id	To clearly convey the intended purpose, and providing a direct call to action.
Solusi pelatihan efektif, efisien, aman, dan inovatif bagi operator industri kimia mengenai proses produksi dan simulasi situasi darurat berbasis aplikasi virtual reality yang minim risiko dan biaya rendah untuk meningkatkan efisiensi operasional serta kompetensi operator sesuai standar industri. Hasil pelatihan ini lebih terukur untuk memastikan karyawan memahami pekerjaan dan tanggungjawab di lapangan. Jadi secara keseluruhan pelatihan ini lebih efektif dan efisien dibandingkan pelatihan konvensional.	The innovative virtual reality (VR) operator training simulation revolutionizes chemical industry operations by providing operators with a risk-free and cost-effective way to enhance their skills and knowledge in accordance with industry standards. Through realistic simulations, operators can practice and improve their skills in more safety environment. This immersive training program ensures operators to understand their job responsibilities in their fields, resulting in improved operational efficiency, increased competence, and compliance with industry standards.	To convey the original message in a clear, engaging, and relevant manner, by also ensuring that the key points are communicated effectively with the intended impact.
KEUNGGULAN VIRTUAL REALITY OPERATING TRAINING SYSTEM	KEY ADVANTAGES OF VIRTUAL REALITY OPERATING TRAINING SYSTEM	To ensure that the message is immediately understood by the target audience without ambiguity.
Solusi tepat bagi industri sebagai upaya mitigasi bencana kebakaran melalui Virtual Reality dengan menghadirkan simulasi realistis dan interaktif dalam berbagai skenario yang dapat diakses kapan pun dan dimana pun. Pelatihan ini lebih efektif meningkatkan partisipasi, pemahaman, dan kemampuan karyawan menghadapi situasi kebakaran menggunakan Alat Pemadam Api Ringan (APAR) dengan biaya dan risiko lebih rendah dibandingkan pelatihan konvensional.	A cutting-edge Virtual Reality (VR) training solution offers a new and innovative approach to fire safety training. By providing realistic and interactive simulations, this training program empowers employees to develop the skills and courage needed to effectively handle fire situations using Fire Extinguishers. This training is more effective in increasing employee participation, understanding, and ability to deal with fire situations at a lower cost and risk than conventional training.	To ensure that the message is immediately understood by the target audience without ambiguity.
Inovasi pelatihan berbasis virtual reality yang mengedepankan keamanan serta keselamatan pekerja dikembangkan dalam bentuk aplikasi. Melalui pelatihan ini pekerja akan melakukan simulasi realistis dan interaktif untuk memperoleh pengalaman nyata serta memiliki kemampuan menghadapi pekerjaan berisiko tinggi di area pelabuhan.	A new innovation in virtual reality-based training is now available in the form of an application. Through this training, the workers will conduct realistic and interactive simulations to gain real experience and have the ability to face high-risk work in the port area by putting themselves in safety and secure condition.	To ensure that the message is immediately understood by the target audience without ambiguity.

Appendix 3: Data Analysis of Translation Style

: Informative

: Persuasive

PT. Molca Teknologi Nusantara (MOLCA) adalah perusahaan teknologi yang berfokus pada pengembangan solusi VR/AR/XR inovatif untuk berbagai industri

Nama Legal:

PT Molca Teknologi Nusantara

Nomer Induk Berusaha (NIB):

1101230026145 (Januari 2023)

No. Pengukuhan PKP (Enterprise Tax):

S-25/PKP/KPP.110903/2023

Office:

JAPFA Tower II Lt. 12, Surabaya

Workshop:

Dharmahusada Indah Barat V AA
No.30A,Kec. Gubeng, Surabaya

Dapat dimainkan di:



Meta Quest 2



Meta Quest 3



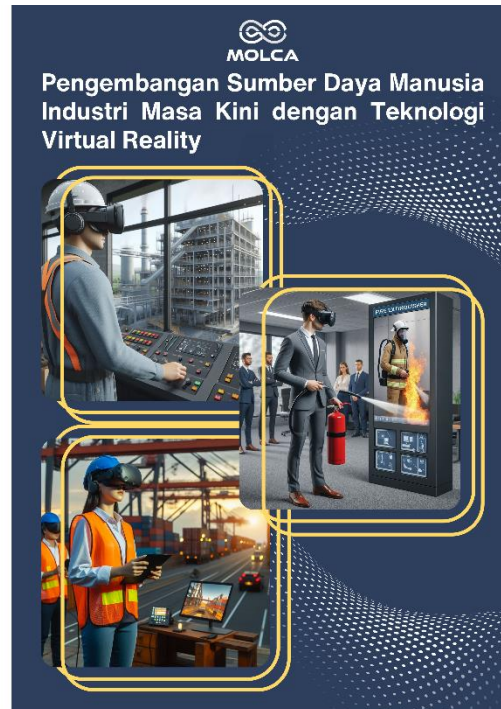
Meta Quest Pro

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Playable On:



Meta Quest 2



Meta Quest 3



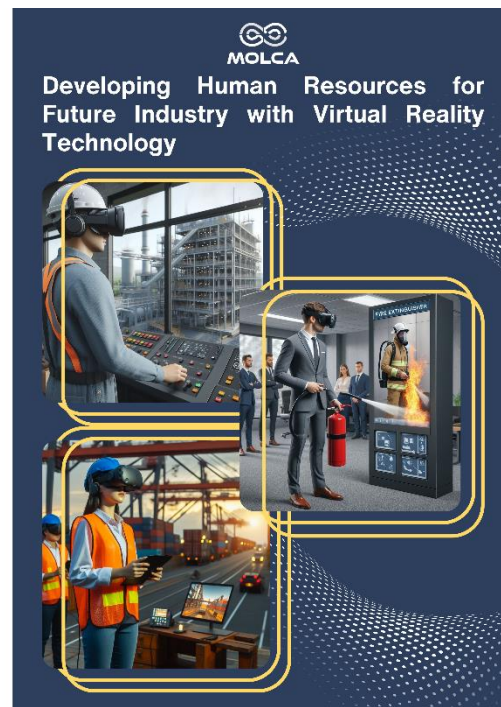
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LAYANAN

Virtual Reality Operating Training System

Solusi pelatihan efektif, efisien, aman, dan inovatif bagi operator industri kimia mengenai proses produksi dan simulasi situasi darurat berbasis aplikasi virtual reality yang minim risiko dan biaya rendah untuk meningkatkan efisiensi operasional serta kompetensi operator sesuai standar industri. Hasil pelatihan ini lebih terukur untuk memastikan karyawan memahami pekerjaan dan tanggungjawab di lapangan. Jadi secara keseluruhan pelatihan ini lebih efektif dan efisien dibandingkan pelatihan konvensional.

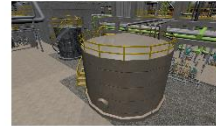
KEUNGGULAN VIRTUAL REALITY OPERATING TRAINING SYSTEM

- Meningkatkan Kompetensi
- Meningkatkan Keselamatan
- Menghemat Biaya
- Efisien Operasional
- Cakupan Pelatihan Lebih Luas
- Akses Tidak Terbatas

FITUR VIRTUAL REALITY OPERATING TRAINING SYSTEM

- Single Step-Or (SSO)
- Co-Op Multiplayer
- 360° View
- VR Headset
- 2000 Steps in 3 Scenarios
- Live Streaming

TAMPILAN VIRTUAL REALITY OPERATING TRAINING SYSTEM



Virtual Reality Pemadam Kebakaran

Solusi tepat bagi industri sebagai upaya mitigasi bencana kebakaran melalui Virtual Reality dengan menghadirkan simulasi realistik dan interaktif dalam berbagai skenario yang dapat diakses kapan pun dan dimana pun. Pelatihan ini lebih efektif meningkatkan partisipasi, pemahaman, dan kemampuan karyawan menghadapi situasi kebakaran menggunakan Alat Pemadam Api Ringan (APAR) dengan biaya dan risiko lebih rendah dibandingkan pelatihan konvensional.

KEUNGGULAN VIRTUAL REALITY PEMADAM KEBAKARAN

- Operasional Efisien
- Biaya Rendah
- Interaktif dan Realistik
- Biaya Operasional Rendah

FITUR VIRTUAL REALITY PEMADAM KEBAKARAN

- Simulasi Nyata
- Interaksi Aktif
- Sistem Skor Terpadu

TAMPILAN VIRTUAL REALITY PEMADAM KEBAKARAN



Virtual Reality Safety Patrol Pelabuhan

Inovasi pelatihan berbasis virtual reality yang mengedepankan keamanan serta keselamatan pekerja dikembangkan dalam bentuk aplikasi. Melalui pelatihan ini pekerja akan melakukan simulasi realistik dan interaktif untuk memperoleh pengalaman nyata serta memiliki kemampuan menghadapi pekerjaan perisiko tinggi di area pelabuhan.

KEUNGGULAN VIRTUAL REALITY SAFETY PATROL PELABUHAN

- Meningkatkan Kompetensi
- Meningkatkan Keselamatan
- Efisien Biaya
- Flexibel dan Adaptif

FITUR VIRTUAL REALITY SAFETY PATROL PELABUHAN

- Interaksi Simulasi Keselamatan Kerja

TAMPILAN VIRTUAL REALITY SAFETY PATROL PELABUHAN



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SERVICES

Virtual Reality Operating Training System

The innovative virtual reality (VR) operator training simulation revolutionizes chemical industry operations by providing operators with a risk-free and cost-effective way to enhance their skills and knowledge in accordance with industry standards. Through realistic simulations, operators can practice and improve their skills in more safety environment. This immersive training program ensures operators to understand their job responsibilities in their fields, resulting in improved operational efficiency, increased competence, and compliance with industry standards.

KEY ADVANTAGES OF VIRTUAL REALITY OPERATING TRAINING SYSTEM

- Competency Development
- Risk Reduction
- Cost Savings
- Operational Efficiency
- Comprehensive Training
- Unlimited Access

FEATURES OF VIRTUAL REALITY OPERATING TRAINING SYSTEM

- Single Step-Or (SSO)
- Co-Op Multiplayer
- 360° View
- VR Headset
- 2000 Steps in 3 Scenarios
- Live Streaming

VIRTUAL REALITY DISPLAY OF OPERATING TRAINING SYSTEM



Virtual Reality for Firefighting

A cutting-edge Virtual Reality (VR) training solution offers a new and innovative approach to fire safety training. By providing realistic and interactive simulations, this training program empowers employees to develop the skills and courage needed to effectively handle fire situations using Fire Extinguishers. This training is more effective in increasing employee participation, understanding, and ability to deal with fire situations at a lower cost and risk than conventional training.

KEY ADVANTAGES OF VIRTUAL REALITY FIREFIGHTING TRAINING

- Operational Efficiency
- Cost Effective
- Interaktif dan Realistik
- Biaya Operasional Rendah

FEATURES OF VIRTUAL REALITY FIREFIGHTING TRAINING

- Realistic Scenarios
- Interactive Training
- Best Scoring System

VIRTUAL REALITY DISPLAY OF FIREFIGHTING TRAINING



Virtual Reality Safety Patrol at Ports

A new innovation in virtual reality-based training is now available in the form of an application. Through this training, the workers will conduct realistic and interactive simulations to gain real experience and have the ability to face high-risk work in the port area by putting themselves in safety and secure condition.

KEY ADVANTAGES OF VIRTUAL REALITY SAFETY PATROL AT PORTS

- Competency Development
- Improving Safety
- Cost-Efficiency
- Flexible and Adaptive

FEATURES OF VIRTUAL REALITY SAFETY PATROL AT PORTS

- Occupational Safety Simulation Interaction

VIRTUAL REALITY DISPLAY OF SAFETY PATROL AT PORTS



English Content of All-in-One Brochure

Virtual Reality Safety Patrol

VR Safety Patrol adalah solusi inovatif pelatihan keselamatan kerja yang menggunakan teknologi Virtual Reality. Keunggulan VR Safety Patrol yaitu pekerja dapat mengalami situasi darurat dan belajar mengatasi risiko secara realistis dan interaktif tanpa harus berada di lingkungan kerja sebenarnya. Sehingga membantu meningkatkan kesadaran dan keterampilan keselamatan, serta mengurangi risiko kecelakaan kerja.

Dapat dimainkan di:





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"OPTIMALKAN KESELAMATAN DI TEMPAT KERJA : SOLUSI INOVATIF VR SAFETY PATROL DALAM STUDI KASUS PELABUHAN"






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Indonesian Cover of Safety Patrol Brochure

Safety Patrol Virtual Reality

VR Safety Patrol is a cutting-edge safety training solution that leverages Virtual Reality technology to provide workers with immersive learning experience. By simulating emergency situations in a realistic and interactive training, workers can learn to overcome risks without having to be in the actual work environment, thereby increasing their safety awareness and skills, but also reducing the risk of workplace accidents.

Playable On:





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URGENSI PELATIHAN VIRTUAL REALITY SAFETY PATROL

Keselamatan Kerja di tempat kerja merupakan aspek krusial dalam menjaga kesejahteraan serta produktivitas pekerja. Dalam hal ini, Mela memperkenalkan solusi inovatif dengan memanfaatkan teknologi Virtual Reality (VR), seperti VR Safety Patrol. Solusi ini semakin relevan dan diadopsi secara luas oleh berbagai industri sebagai upaya meningkatkan keselamatan dan efisiensi di lingkungan kerja.

MANFAAT PELATIHAN VIRTUAL REALITY SAFETY PATROL

- Meningkatkan Keselamatan Sepanjang Waktu
- Mematuhi Standar Keselamatan & Keamanan
- Meningkatkan Peran Keadilan
- Meningkatkan Kesadaran & Keamanan

TANTANGAN PELATIHAN

Safety patrol di pelabuhan seringkali dihadapkan pada risiko tinggi dan situasi darurat yang memerlukan respons cepat. Tantangan utama meliputi koordinasi tim, pemahaman situasi, dan penilaian risiko yang akurat.

PENGUNA PELATIHAN SAFETY PATROL BERBASIS VIRTUAL REALITY

- Karyawan Teknis
- HSE/OSHA
- Supervisor

FITUR UTAMA VIRTUAL REALITY SAFETY PATROL

Fitur VR Port Safety Patrol menyediakan latihan interaktif untuk mengenali dan menangani kondisi dan perilaku yang tidak aman di pelabuhan. Pengguna diajak melalui simulasi kondisi tidak aman, seperti kebocoran bahan berbahaya, serta latihan mengidentifikasi perilaku tidak aman, seperti mengabaikan prosedur keselamatan. Melalui pengalaman virtual ini, karyawan dapat meningkatkan kesadaran mereka akan risiko potensial dan mengembangkan keterampilan untuk mengurangi kemungkinan kecelakaan di lingkungan pelabuhan.

SISTEM PENILAIAN VIRTUAL REALITY SAFETY PATROL

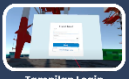
Sistem penilaian pada VR Safety Patrol memberikan skor langsung terhadap kinerja pengguna dalam menghadapi situasi keselamatan. Hal ini mencakup kecepatan respons, ketepatan identifikasi risiko, penggunaan prosedur keselamatan, dan efektivitas tindakan pencegahan. Nilai yang diberikan membantu pengguna memahami area di mana mereka telah berhasil dan di mana perlu peningkatan.



Contoh Tampilan Sistem Penilaian Virtual Reality Safety Patrol



Simulasi Job Safety Analysis Siang Hari di Pelabuhan



Tampilan Login



Petunjuk Simulasi



Simulasi Jawaban



Simulasi Skenario



Simulasi Job Safety Analysis Malam Hari di Pelabuhan

Indonesian Content of Safety Patrol Brochure

URGENCY OF VIRTUAL REALITY SAFETY PATROL TRAINING

Occupational safety in the workplace is a crucial aspect in maintaining the welfare and productivity of workers. In this case, Mela presents innovative solutions by utilizing Virtual Reality (VR) technology, such as VR Safety Patrol. This solution is becoming increasingly relevant and widely adopted by various industries as an effort to improve safety and efficiency in the work environment.

BENEFITS OF SAFETY PATROL VIRTUAL REALITY TRAINING

- Improving Safety at All Times
- Complying the Safety & Security Standards
- Improving Emergency Response
- Building Safety Awareness

SAFETY PATROL TRAINING CHALLENGE

Port safety patrols face high-risk and emergency situations that demand swift response, requiring effective team coordination, situational understanding, and accurate risk assessment to ensure optimal outcomes.

THE USERS OF VIRTUAL REALITY-BASED SAFETY PATROL TRAINING

- Technical Staff
- HSE/OSHA
- Supervisor

MAIN FEATURES OF VIRTUAL REALITY SAFETY PATROL

The VR Port Safety Patrol feature provides interactive training to recognize and handle unsafe conditions and behaviors at the port. Users are taken through simulated unsafe conditions, such as hazardous material leaks, as well as being trained to identify unsafe behaviors such as ignoring safety procedures. Through this virtual experience, employees can increase their awareness of potential risks and develop skills to reduce the possibility of accidents in the port environment.

VIRTUAL REALITY SECURITY PATROL ASSESSMENT SYSTEM

The assessment system in VR Safety Patrol gives a real-time score of the user's performance in handling unsafe conditions. The assessment system evaluates the speed of response, accuracy of risk identification, the implementation of safety procedures, and effectiveness of preventive actions. The given scores help users to understand the areas where they have succeeded and where improvement is needed.



Display of Safety Patrol Virtual Reality Assessment System



Simulation Job Safety Analysis at the Port at daytime



Login Display



Simulation Guidelines



Simulated Answer



Simulated Scenario



Job Safety Analysis Simulation at the Port at Nighttime

English Content of Safety Patrol Brochure

Virtual Reality Operating Training Simulator (OTS)
 VR OTS adalah teknologi yang memungkinkan pelatihan operator dalam lingkungan simulasi virtual yang realistis, sehingga operator dapat berlatih secara interaktif dalam situasi yang aman dan terkontrol untuk menghadapi situasi dunia nyata di lapangan. Skenario yang disediakan juga bervariasi, mulai dari kondisi normal, startup, dan shutdown.

Industri yang Relevan Menggunakan Virtual Reality Operator Training Simulator

- ✓ Kimia
- ✓ Minyak dan Gas
- ✓ Energi
- ✓ Fabrikasi
- ✓ Pertambangan

Dapat dimainkan di:





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Indonesian Cover of Operator Training Simulator Brochure

Virtual Reality Operating Training Simulator (OTS)
 VR OTS is a cutting-edge technology that provides immersive operator training through a lifelike virtual simulation environment. It provides interactive training in a secure setting, preparing operators to handle real-world scenarios effectively. The provided scenarios are also vary, ranging from normal, startup, and shutdown conditions.

Relevant Industries that can Benefit from Virtual Reality Operator Training Simulators

- ✓ Chemical Industry
- ✓ Oil and Gas Industry
- ✓ Energy Industry
- ✓ Fabrication Industry
- ✓ Mining Industry

Playable On:





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URGENSI PELATIHAN OPERATOR BERBASIS VR OTS

Era industri saat ini semakin berkembang, pelatihan operator yang efektif menjadi kunci dalam meningkatkan keselamatan dan produktivitas di industri pupuk kimia. Malca mempersembahkan solusi inovatif berupa *Virtual Reality Operator Training Simulator (VR OTS)* yang telah terbukti menghadirkan revolusi dalam pelatihan operator.

MANFAAT VIRTUAL REALITY OPERATING TRAINING SIMULATOR

- Pelatihan yang efektif dan efisien
- Minim risiko dan rendah biaya
- Memberikan penilaian yang objektif & terukur
- Menyesuaikan dengan kebutuhan pelatihan
- Pengalaman pelatihan seperti kondisi lapangan

TANTANGAN PELATIHAN OPERATOR

Industri pupuk kimia dihadapkan pada berbagai tantangan dalam pelatihan operator, seperti kecelakaan kerja dan penurunan produktivitas. Dengan VR OTS, kami bertujuan untuk mengatasi tantangan-tantangan ini dengan memberikan pengalaman pelatihan yang lebih efektif dan aman bagi operator.

PENGGUNA VIRTUAL REALITY OPERATING TRAINING SIMULATOR


Supervisor


Operator


Staf Teknis

FITUR - FITUR UTAMA VIRTUAL REALITY OPERATING TRAINING SIMULATOR

- Simulasi Pabrik dalam Berbagai Kondisi:** Pelatihan dapat dilakukan dalam berbagai skenario operasional pabrik mulai dari kondisi normal, startup dan shutdown.
- Simulasi Multiplayer/Co-Op Secara Lokal:** Pengguna dapat berlatih bersama-sama atau berkolaborasi dalam lingkungan simulasi virtual.
- Guided Sequence:** Serangkaian latihan yang dipandu untuk membantu operator memahami prosedur kerja dengan lebih baik.
- Stream and Call:** Pengguna dapat melakukan streaming langsung atau melakukan panggilan dalam lingkungan simulasi, memungkinkan komunikasi real-time antar operator untuk koordinasi yang lebih baik selama latihan.
- Mini Map:** Mini map menyediakan pandangan bird's-eye terhadap lingkungan simulasi.

SISTEM PENILAIAN VIRTUAL REALITY OPERATING TRAINING SIMULATOR



Sistem penilaian dilengkapi dengan fitur monitoring misi dan waktu penyelesaian untuk setiap trainee. Supervisor sebagai trainer dapat memantau apakah trainee melakukan setiap tahapan pekerjaan sesuai standar operasional perusahaan (SOP) dan seberapa cepat mereka menyelesaikan tugas sehingga memungkinkan supervisor memberikan umpan balik yang sesuai secara objektif dan membantu trainee mencapai kinerja yang optimal.



Working Environment (Plant)


Guided Instruction


Action Indicator



Control Room

Indonesian Content of Operator Training Simulator Brochure

URGENCY OF VR OTS-BASED OPERATOR TRAINING

In today's rapidly evolving industrial revolution, operator training serves as a key to ensuring the safety and efficiency of chemical fertilizer production. Malca presents an innovative solution in the form of a Virtual Reality Operator Training Simulator (VR OTS) which has been proven to revolutionize operator training.

BENEFITS OF VIRTUAL REALITY OPERATING TRAINING SIMULATOR

- Effective and efficient training
- Minimum risk and low cost
- Provide objective assessment
- Customizable to training needs
- Training experience like real conditions

OPERATOR TRAINING CHALLENGE

The chemical fertilizer industry is faced with various challenges in operator training such as on-site accidents and decreased productivity. With VR OTS, we aim to address these challenges by providing a more effective and safe training experience for operators.

THE USERS OF VIRTUAL REALITY OPERATION TRAINING SIMULATOR


Supervisor


Operator


Technical Staff

MAIN FEATURES OF VIRTUAL REALITY OPERATING TRAINING SIMULATOR

- Plant Simulation in Various Conditions:** Training can be performed in various plant operational scenarios ranging from normal, startup and shutdown conditions.
- Local Multiplayer/Co-Op Simulation:** Users can practice together or collaborate in a virtual simulation environment.
- Guided Sequence:** A series of guided exercises to help operators have a better understanding of work procedures.
- Stream and Call:** Users can live stream or make calls within the simulation environment, allowing real-time communication between operators for better coordination during exercises.
- Mini Map:** Mini map provides a bird's-eye view of the simulation environment.

VIRTUAL REALITY OPERATING TRAINING SIMULATOR ASSESSMENT SYSTEM



The assessment system, integrated with a mission monitoring feature and completion time tracking, enables supervisors to effectively monitor and evaluate trainee performance. By tracking each stage of the job according to standard operating procedures (SOP), supervisors can provide objective feedback and guidance, helping trainees optimize their performance and achieve operational excellence.



Working Environment (Plant)


Guided Instruction


Action Indicator



Control Room

English Content of Operator Training Simulator Brochure

Virtual Reality Pemadam Kebakaran

Pelatihan pemadam kebakaran menggunakan teknologi *virtual reality* memungkinkan karyawan untuk berlatih dalam lingkungan simulasi yang realistis, mempersiapkan mereka untuk menangani berbagai skenario kebakaran dengan kepercayaan diri dan keterampilan yang diperlukan.

Industri yang Relevan Menggunakan Virtual Reality Pemadam Kebakaran

- ✓ Industri Manufaktur
- ✓ Industri Minyak & Gas
- ✓ Konstruksi
- ✓ Industri Perdagangan
- ✓ Transportasi
- ✓ Pelayanan Kesehatan
- ✓ Layanan Publik
- ✓ Industri Perbankan
- ✓ Pelayanan Perhotelan
- ✓ Industri Pendidikan

Dapat dimainkan di:





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"INOVASI PELATIHAN ALAT PEMADAM KEBAKARAN DI TEMPAT KERJA DENGAN TEKNOLOGI VIRTUAL REALITY"






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Indonesian Cover of Firefighting Brochure

Virtual Reality Firefighting Training

Virtual Reality (VR) technology revolutionizes firefighting training by providing a lifelike simulated environment where employees can train their skills and prepare for various fire scenarios. This immersive training experience enables them to develop the courage and expertise needed to effectively respond to emergencies and save lives.

Relevant Industries that can Benefit from Virtual Reality Firefighting Training

- ✓ Manufacturing Industry
- ✓ Oil & Gas Industry
- ✓ Construction
- ✓ Trade Industry
- ✓ Transportation
- ✓ Health Care
- ✓ Public Services
- ✓ Banking Industry
- ✓ Hospitality Services
- ✓ Education Industry

Playable On:





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URGENSI PELATIHAN ALAT PEMADAM KEBAKARAN MENGGUNAKAN TEKNOLOGI VIRTUAL REALITY

Keamanan karyawan menjadi prioritas utama dalam situasi keadaan darurat kebakaran. Maka perserembahkan solusi inovatif berupa Pelatihan Pemadam Kebakaran menggunakan Virtual Reality (VR), untuk memastikan karyawan Anda siap menghadapi situasi darurat dengan tepat dan efektif.

MANFAAT PELATIHAN ALAT PEMADAM KEBAKARAN BERBASIS VIRTUAL REALITY

- Meningkatkan kesiapan karyawan
- Menghemat biaya pelatihan
- Pelatihan tanpa risiko bahaya
- Meningkatkan partisipasi dan pengetahuan
- Dapat disimulasikan sesuai kebutuhan

TANTANGAN PELATIHAN ALAT PEMADAM KEBAKARAN (APAR)

Industri dan perkantoran sering dihadapkan pada risiko kebakaran. Tantangan terbesar adalah memastikan bahwa semua karyawan siap menghadapi keadaan darurat tersebut, serta memiliki pengetahuan dan keterampilan yang diperlukan untuk menanggapi situasi tersebut dengan cepat dan efisien.

PENGGUNA PELATIHAN ALAT PEMADAM KEBAKARAN BERBASIS VIRTUAL REALITY






Eksekutif Manager Karyawan Staf Teknis

FITUR – FITUR UTAMA VIRTUAL REALITY PEMADAM KEBAKARAN

- Simulasi Realistik Kebakaran:** Karyawan dapat melatih diri dalam berbagai skenario kebakaran, termasuk kebakaran di gedung perkantoran, gudang, atau fasilitas industri, dengan mempertimbangkan 6 jenis sumber api yang berbeda.
- Penggunaan Alat Pemadam Kebakaran:** Simulasi interaktif memungkinkan karyawan untuk berlatih menggunakan berbagai jenis alat pemadam kebakaran, termasuk 5 tipe alat pemadam api ringan (APAR) yang berbeda.
- Evaluasi & Pertolongan:** Latihan dilakukan untuk mengajarkan karyawan tentang prosedur evaluasi dan memberikan pertolongan pertama pada korban kebakaran.

SISTEM PENILAIAN VIRTUAL REALITY PEMADAM KEBAKARAN

Sistem penilaian dilakukan dengan mengukur kemajuan karyawan dalam pelatihan, serta mengevaluasi kemampuan pengguna dalam menyelesaikan tugas-tugas yang diberikan dalam VR, dengan mempertimbangkan jenis sumber api dan alat pemadam yang sesuai, serta durasi penanganan kebakaran. Sehingga sistem tersebut membantu mengidentifikasi performa pengguna dan memberikan umpan balik yang berguna untuk pengembangan lebih lanjut.




Tampilan Sistem Penilaian Virtual Reality Simulasi Alat Pemadam Kebakaran



6 Sumber Api dalam 1 Lokasi




5 Jenis Alat Pemadam Api Ringan (APAR)

HOME
Fire Class A

WORKSHOP
Fire Class D

FILLING STATION
Fire Class B

OFFICE
Fire Class E

GAS INDUSTRY
Fire Class C

KITCHEN
Fire Class F

6 Sumber Api dalam 1 Lokasi

Indonesian Content of Firefighting Brochure

URGENCY OF FIRE EXTINGUISHER TRAINING USING VIRTUAL REALITY

In the case of a fire emergency, the safety of employees is the top priority. Maica presents an innovative solution in the form of firefighting training using virtual reality (VR) to ensure that the employees are prepared to deal with emergency situations in an appropriate and effective manner.

BENEFITS OF VIRTUAL REALITY-BASED FIRE EXTINGUISHING EQUIPMENT TRAINING

- Boost Employee Preparedness
- Reduce Training Expenses
- Training without risk of harm
- Engaging and Educating
- On-Demand Simulations

FIRE EXTINGUISHER TRAINING CHALLENGE

Industries and offices are often faced with the risk of fire. The biggest challenge is ensuring that all employees are prepared for such emergencies, and have the necessary knowledge and skills to respond to such situations quickly and efficiently.

THE USERS OF VIRTUAL REALITY-BASED FIRE EXTINGUISHER TRAINING






Executive Manager Employee Technical Staff

MAIN FEATURES OF FIREFIGHTING VIRTUAL REALITY

- Realistic Fire Simulation:** Employees can train themselves in various fire scenarios, including fires in office buildings, warehouses, or industrial facilities, by considering 6 different types of fire sources.
- The usage of Fire Extinguishers:** Interactive simulations allow employees to practice using different types of fire extinguishers, including 5 different types of light fire extinguishers.
- Evacuation & Rescue:** Exercises were conducted to teach employees about evacuation procedures and providing first aid to the injured victims of a fire.

ASSESSMENT SYSTEM OF FIREFIGHTING VIRTUAL REALITY

The assessment system measures the employee's progress in training and evaluates the user's ability to complete the tasks assigned in the VR, by considering the type of fire source and the appropriate extinguisher, as well as the duration of time needed to handle the fire. The system helps identify user performance and provides useful feedback for further development.




Display of Virtual Reality Assessment System of Fire Extinguisher Simulation



6 Fire Sources in 1 Location




5 Types of Light Fire Extinguishers (APAR)

HOME
Fire Class A

WORKSHOP
Fire Class D

FILLING STATION
Fire Class B

OFFICE
Fire Class E

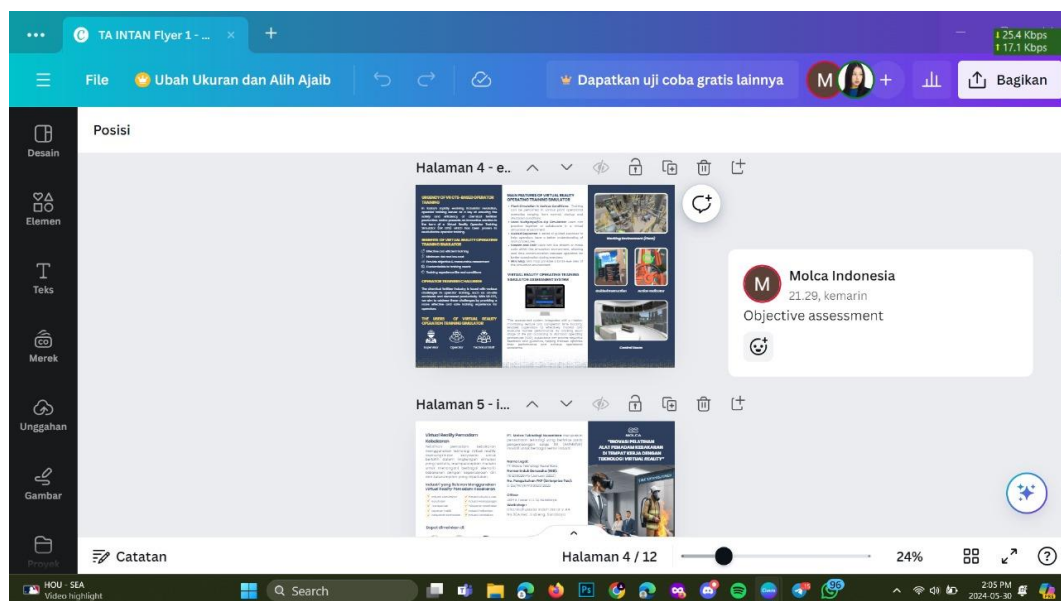
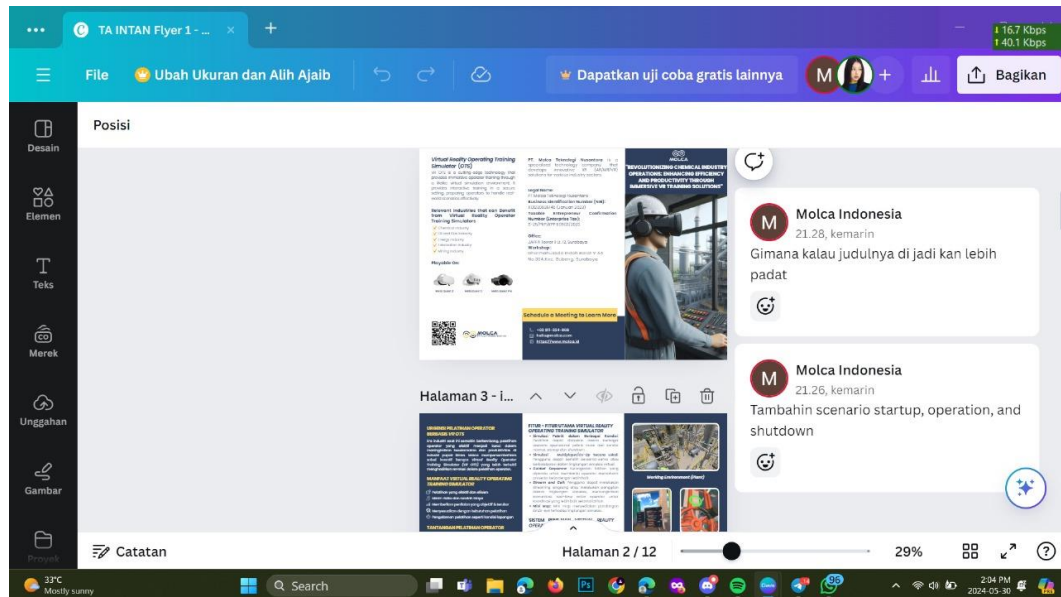
GAS INDUSTRY
Fire Class C

KITCHEN
Fire Class F

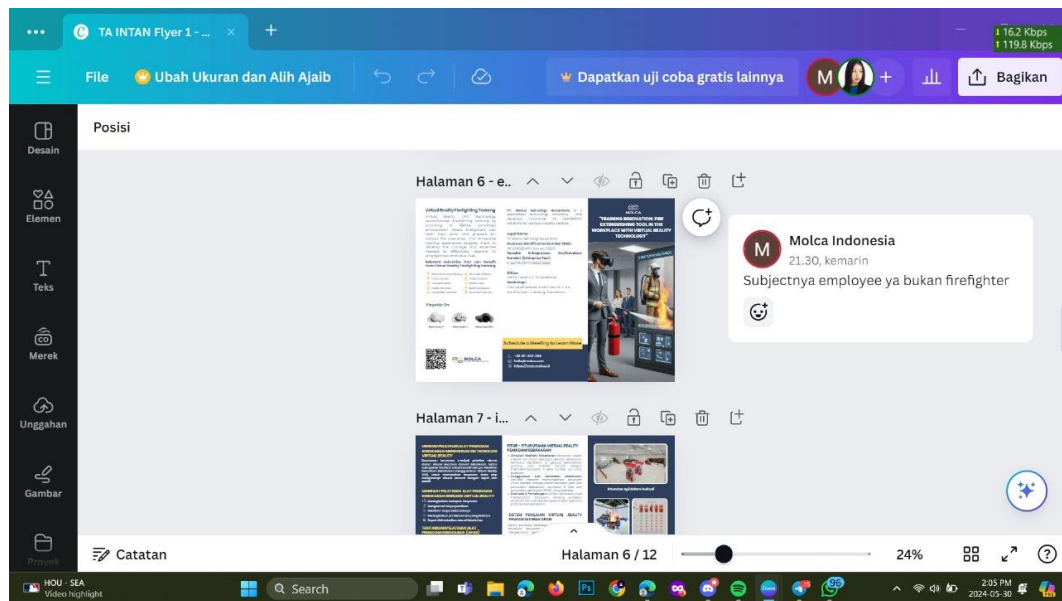
6 Fire Sources in 1 Location

English Content of Firefighting Brochure

Appendix 4: Feedback from Supervisor



IR – PERPUSTAKAAN UNIVERSITAS AIRLANGGA



Appendix 5: Sample Design of Indonesian Brochures



Appendix 6: Final Design of Indonesian-English Brochures



Appendix 8: Internship Certificate



Competency Skills

No	Competency Skill	Percentage
1	Copy writing	25%
2	Social Media Handling	25%
3	Graphic Design	25%
4	Communication and Collaboration	25%

BIOGRAPHICAL SKETCH

The writer's name is Intan Tya Zulfaturohmi. She is referenced as Intan in most contexts. She goes by she/her pronouns. She was born in Surabaya, February 12th 2003. She lives in Surabaya, Indonesia.

The writer loves to learn about English which grows out of her mom's hope to have a kid who is fluent in English. Her love for English subject was already shown since elementary school. The writer did not hesitate at all during the process of selecting the major that she wants to join in college. In whatever forms it is, as long as the main focus of the major is heavily related to English studies, the writer's choice would be landed upon those criteria.

In 2021, the writer becomes a student in Universitas Airlangga in English study program. Throughout her journey as an English major student in Universitas Airlangga, the writer had various experiences related to her study. She had experience as an English teacher, translator, interpreter, debater, and copywriter. Those experiences were initially done as her assignments to pass various courses in her study which turned out to be beneficial for her future career.

