

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Communication barrier is an obstacle in communication. One kind of communication barrier is language barrier. Language barrier itself is one of the barriers in communication that usually occurs when two people who speak different languages cannot understand each other. Language barrier occurs not only in oral communication but also in written communication. The existence of language barrier has a bad impact on the process of communication as it can cause misunderstanding which can lead to conflict. An example of language barrier in oral communication that occurs in the field of tourism in Indonesia when a tour guide meets a tourist who understands little English.

Communication under language barriers can be a big problem for tour guides while delivering the explanation of certain attractions because it can hinder the intention of the message. Meanwhile, language barriers that occur in written communication often occur in social media. Language barrier in written communication is more difficult than oral communication because the reader does not know the meaning, intonation, how to read, and the word structure is correct or not. This unfamiliarity makes communication really difficult. How to overcome the language barrier in communication can use a translation tool. But even machine translation will be difficult if the sentences written still have the wrong structure and spelling. Therefore, in solving this problem, it is necessary to take a better approach, such as the use of translation services. The use of translation services can be a solution to the problems of language barriers, especially in written communication.

There are several translation service providers in the Jember area, one of which is Translation Transfer. Translation Transfer was established on August 29, 2018 by Zakkyl Fikri Pratama, CEO and Founder. Based on preliminary studies conducted by the writer, Translation Transfer offers services in the form of localization services, transcription services, proofreading, interpretation services, transcription services, subtitling services and editing. Translation Transfer, apart

from offering translation services, also provided internship program for college students.

Based on preliminary studies conducted directly with the CEO, so far the promotional media often used by Translation Transfer are Instagram (@translationtransfer) with 1,976 followers, Tiktok (@translationtransfer) with around 1,300 followers and website (translationtransfer.com). The company also has partnerships with many universities that automatically promote the company. The content of their Instagram and Tiktok accounts are mostly language-related learning materials and also promotion of their services. The format of their social media content is in the form of photos/images and short videos that show information about Translation Transfer. As for the website itself, the content is more focused on the overall information about Translation Transfer itself. Translation Transfer is a sub-contractor, not necessarily famous but has many networks. But now they want to change the status to contractor, which is more recognized than before. From the company's needs above, a promotional video is suitable to achieve what the owner desired.

In making the video, the writer provides interesting footages and complete information which includes the history of Translation Transfer, advantages, services provided, customers who have used Translation Transfer services and testimonials. The video will be discussed using English and Indonesian to convey information from local to international. Foreign viewers will also see the value of Translation Transfer.

## **1.2 The Objective**

The objective of creating a video as promotional media for Translation Transfer is to promote Translation Transfer services and to provide detailed information about Translation Transfer.

## **1.3 Significances**

The benefits of this final project and the product are expected to be useful to several parties:

#### 1.3.1 For the writer

The writer can implement academic writing skills in the report of final project and video script. The writer can also operate computer, editing software and also implement translation skills by making the video into bilingualism in English and Indonesian.

#### 1.3.2 For the customers

Customers can find out information they need to know about the services and the company from video.

#### 1.3.3 For Translation Transfer

This product can help achieve the goal of changing the status of the company from a sub-contractor to a contractor.

#### 1.3.4 For Students of English Study Program

This product and final report can be used as a reference for students of English study program who conduct the final project in form of promotional video.