

## SUMMARY

**Translating Hummatech Website Content for Hummatech**, Muhamad Zakky Afian Syah, F31221438, 240 pages, 2025, English Language Study Program, Politeknik Negeri Jember, Gullit Tornado Taufan, S.Pd., M.Pd. (Supervisor).

The development of information technology has brought significant changes to human life. One example of information technology development that supported this statement was the website. According to Ayunindya (2024), a website was one of the media that could be utilized by companies and individuals for various purposes, whether for small, large companies, or freelancers. Based on the statement above, the functions of a website included: a tool for information dissemination, personal branding, business development, expanding communication reach, and playing an important role in supporting company or individual marketing activities. Because of its crucial function, especially in a global context, in the information technology (IT) sector, where companies frequently interacted with international clients and partners, website translation was highly important. A multilingual website enabled IT companies to: expand their market reach, enhance user experience, build trust and credibility, and improve communication. The absence of multilingual support could create significant barriers, limiting the growth of IT companies and hindering their ability to compete effectively in the global market.

This final project aimed to translate Hummatech's website content from Indonesian to English to help the company establish a professional image and increase opportunities for collaboration with foreign parties. The project involved translating over 10,000 words across various sections, including the homepage, company profile, services, portfolio, and job vacancies. The project was carried out over six months, from January to July 2025. In this project, the writer adopted the translation process proposed by Nida & Taber (1969), consisting of four stages: analysis, transfer, restructuring, and evaluation-revision. The writer also used the strategy proposed by Séguinot (1989) as cited in Corina (2021) and the technique proposed by Newmark (1988) to help the translation process. In addition, the writer

utilized tools such as DeepL Translator, Grammarly, and several dictionaries to improve accuracy and fluency. After the writer completed the project, the writer submitted the project to a proofreader to check the content. Once all checks were complete, the product met the standards for a translation product and was published on the official website.

Although the writer faced several internal challenges in this project, such as the large volume of website content with many pages and some sentences in the source text that did not conform to Indonesian grammar, the writer was able to overcome them. This project provided valuable experience for the writer in handling actual translation work. The translation product resulted in a translation that met publication standards and was available in the form of a website.