

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

The development of information technology or known as IT has brought significant changes to humans in various aspects of life. According to Cholik (2021) the rapid development of IT is shaping a new way of life for humans that has been fully influenced by various electronic needs. For example, access to information, communication, and interaction globally has become easier with electronics, so the world feels more connected. In addition, IT development innovations, such as artificial intelligence (AI), cloud computing, and the Internet of Things (IoT) also continue to grow quickly, encouraging digital transformation in various industrial sectors. According to Primawanti et al. (2022), information technology itself has a definition as a technological media used by companies to generate, manage, and disseminate information in various formats, as a result information technology can support company operations effectively and efficiently.

One example of the development of information technology that supports this explanation is the website. According to Ayunindya (2024), a website is one of the media that can be utilized by companies and individuals for various purposes, either for small, large companies or freelancers. websites can also be an effective tool to do a branding on the internet. Due to its flexibility and ease of access, websites are able to fulfill various needs, ranging from information dissemination, personal branding, business development, expanding communication reach to playing an important role in supporting company or individual marketing activities.

In this increasingly connected world, a website presence is essential to effectively communicate and interact with a global audience. One way to achieve this is by translating websites. In the IT sector, where businesses often interact with international clients and partners, website translation is especially important. Websites available in bilingual languages allow IT companies to: expand market reach, enhance user experience, build trust and credibility, and improve communication. The lack of multilingual support can create significant barriers, limiting an IT company's growth and hindering its ability to compete effectively in

the global marketplace. This is not just a branding issue, but also a fundamental requirement for effective global operations in the IT industry. One company that demonstrated the importance of maximizing website utilization was Hummatech, which was active in developing technology solutions and used its website as a medium to reach users and partners from abroad.

The writer conducted a preliminary study by interviewing the vice director of Hummatech to get more information about the company. As stated by the vice director of the company, Hummatech is a company established on May 21, 2013 and owned by PT HUMMA TEKNOLOGI INDONESIA. Hummatech focuses on the development of desktop, web, and mobile apps-based software, as well as the latest technological innovations such as Internet of Things (IoT), Artificial Intelligence (AI), Games, and Augmented Reality. In addition to software development services, the company also provides IT consulting services, internet provider (ISP) services, hardware procurement, and various training programs, such as programming and digital marketing.

He mentioned that Hummatech has expanded its service network not only in Indonesia but also to the international level, such as the Netherlands which has been cooperating from 2023 to the present in terms of software development and human resource needs from Hummatech. He mentioned that the promotion system carried out by Hummatech is through the website, which contains profile content, portfolios, news, and articles, as well as through social media Instagram, Facebook, and X, and also collaborates with external parties such as educational institutions, government agencies, and private institutions by organizing events such as competitions, internship programs, webinars, and others.

Unfortunately, some of these forms of promotion have limitations, especially on parts of the website that have not been translated into international languages, specifically English. Moreover, the vice director also mentioned that he wanted the company website to be translated into English. The English translation is also useful to make the company have a professional image, increasing the chances of new cooperation opportunities with potential clients from abroad and engaging effectively with a global audience.

Based on this situation, the writer decided to translate the Hummatech company website to make the company have a professional image and to reach a wider audience. Kirdkoh & Ngamrung, (2019), stated that a bilingual website is a highly effective marketing tool in the digital era, due to its ability to present complete information about products and services in multiple languages. According to Augustine & Sembiring (2021), the use of English as an international language allows the website to reach a wider global audience, especially those who do not speak other languages.

## **1.2 Objective**

The objective of this final project is to translate the content of the Hummatech website from the source language (Indonesian) into the target language (English).

## **1.3 Significances**

This final project is expected to give benefits to the following parties:

### **1.3.1 For the website owner**

A translated website helped the company expand its audience reach, thereby increasing its potential customer base from abroad. It also enhanced the company's reputation internationally.

### **1.3.2 For the readers**

The translation allowed overseas customers to understand the IT products and services offered by Hummatech. It is also to ensure a smooth and satisfying user experience, as well as to foster trust and cooperation with the website.

### **1.3.3 For the writer**

While working on this project, the writer had the opportunity to improve his skills in translating technical content, especially in the field of information technology. It also provided practical experience for writers in dealing with specific terminology and simplifying complex ideas for different audiences.

#### 1.3.4 For students of English Study Program

Students of the English Study Program at Jember State Polytechnic who make a similar final project can use this report as a reference.