INTERNATIONAL SEMINAR PROCEEDING:
ON ENGLISH LANGUAGE TEACHING AND TRANSLATION IN FUNCTIONAL SETTINGS

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**TRANSLATION AS A PROFESSION: “ENTREPRENEURIAL TRANSLATION SERVICE PROVIDER”**

*Rudy Sofyan*

*USU*

**Background**

Translation is still done by humans at an average output of 2,000 to 3,000 words per day. Translation done by machine, although it is proving steadily, cannot yet ensure accuracy or even intelligibility in many instances. Why? Because, contrary to widely held misconceptions, there are rarely one-to-one correlations between words and phrases in different languages. Machine translation is not an accepted practice in the translation industry. Computer Assisted Translation (CAT), on the other hand, refers to memory software used by a professional translator for certain projects and is in wide use.

**Translator and Interpreter**

Translators write; interpreters speak. Translators cannot be court-certified; interpreters can. Interpreting is divided into two types: simultaneous, used at the UN for example, in which the interpreter speaks at the same time as the speaker, often with the aid of audio equipment, and; consecutive, in which the speaker pauses after every few sentences to allow the interpreter to summarize. Because of its fast-paced nature, industry standards allow for 80% accuracy for interpreting, compared to 99% for translators.

**Translation Service Provider**

Most of the translators working for the private sector are self-employed (OPE = One Person Enterprise). And, much of their work is for translation agencies. Project managers at the agency select from among thousands of translators around the world based on their language ability, experience in a given field, reputation, availability and price. An agency may provide many things in addition to translation such as localization, page layout or bilingual staffing.

Customers are charged by the word, either based on the word count of the source text, or of the target text. The trend in the industry is to use the source text word count,
because it is fixed, instead of the translated text, which may expand or contract depending on the language pair and subject matter. One major exception to this convention is law firms, which still handle lots of hard copy originals thus an accurate word count cannot be immediately known. To an unfamiliar buyer, translation prices can seem very high, however translators set their rates both to earn a fair wage and, just like any other industry, according to what the market will bear. Buyers should compare prices and not pay too much. But if prices are well below the average, this is a warning that it may be using unqualified translators and editors or cutting corners in its process.

Who are translator?

Translators are skilled writers. They often go to school for foreign languages and then earn degrees or receive training in the fields in which they specialize. The primary skill they sell, much like the technical writer, is clear writing. Many also come to translation from careers in other fields such as medicine, law, finance or engineering. If they are able to combine this background with solid foreign language skills and an ability to express themselves in their native language, they become dream translators. However, career experience does not guarantee good translation.

How translator offers the service

Look for a translator service provider or an agency on the Internet and you’ll find hundreds of services with claims that can look very similar:

- Specialist translators: we speak your industry;
- Full service: all languages, all subjects, and more;
- Flawless results: letter-perfect QA process;
- Fast delivery: our deadline is your deadline;

Cultural knowledge: communicate across borders.

Good Service

Good service is rapid, knowledgeable, and offered in a context of mutual cooperation. A translator that accepts any project, however, despite the difficulty or deadline, is not offering good service. To be a reliable partner, a translator must be both resourceful and honest so that it can offer a customer a frank appraisal of the situation along with all possible solutions at its disposal to deal with it.
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Why Entrepreneur?

Financially independent, you need to find a way to increase your income. One of the best ways to increase income is to start your very own business that you can run in your spare time. Before you can start a translation service provider, you need to have an idea of what type of service you offer.

Service-based businesses such as consulting, freelancing and translation service providers require the most time commitment.
Research all of the language services, and select the type of service business that work the best for your individual circumstances.

Try to find something unique. After all, if there are 1,000 other service providers online just like yours, you will have to share customers with your competition. If you offer something unique, however, you will easily attract and retain customers looking for your services.
Tips

✓ Develop a solid business plan and a list of goals.
✓ List everything you need to know about your business including the legalities.
✓ Compile the information and create a workable business plan.
✓ Create a list of goals using the business plan, and stay focused.
✓ If you need to put in 20 hours a week to get your business off the ground, put in the necessary time.
✓ Do not skimp or procrastinate.

Formulate a workable schedule that gives you plenty of downtime. Of course, you may need to put in some extra time in the beginning to get things moving in the right direction.

Starting a translation service business is a great way to become financially independent. Often, the money earned from the business can be invested and used as a platform for more money-making ventures.
Websites

- www.amazon.aws.com
- www.itaindia.org
- www.iti.org.uk
- www.slideshare.net
- www.steveblank.com
- www.the-richest-man-in-babylon.com
- www.translationbackoffice.com
- www.yndigotranslations.com