

Conference e-Proceedings

eISBN 978-967-2072-43-0

Physical & Online



I-RoLE 2023

INTERNATIONAL CONFERENCE OF
RESEARCH ON LANGUAGE EDUCATION 2023

**EMBRACING CHANGE:
EMANCIPATING THE LANDSCAPE
OF RESEARCH IN LINGUISTIC,
LANGUAGE AND LITERATURE**

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e ISBN 978-967-2072-43-0



Publisher:
Zes Rokman Resources (2131022-P)
Bandar Baru Bangi, Selangor Darul Ehsan



Conference e-Proceedings
International Conference of Research on Language Education 2023
e-ISBN: 978-967-2072-43-0

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CREATORSLATION: THE ROLE OF TECHNOLOGY IN TRANSLATION SERVICE

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ABSTRACT:

Creatorslation is a service that provides subtitle translations for content creators' materials, primarily for Tiktok and Youtube. It is created for finding old or new creators and offering them to translate their videos. With the creation of Creatorslation, there's an opportunity for all creators to finally reach different audiences that some of them had always wanted. This is due to the fact that not all content creators in Malaysia have the ability to translate perfectly from Malay to English or vice versa. Creatorslation aims to be one of the most well-known translation services in Malaysia and the first name that comes to mind when thinking of a translation service. Its primary concentration is on Youtube and Tiktok because those two platforms are the most popular in the current generation. Most teenagers and children go there when they want to be entertained or access certain information. The whole purpose of Creatorslation is to provide diversity in language for international audiences to understand what the content creators are saying and to attract many people to watch the videos without having any problem understanding it. A project without an objective is nothing and for this business, its objective is to input not only one language but two languages into the creators' materials to market it worldwide.

Keywords: Creatorslation; Youtube; Tiktok; Creators; Service

1. INTRODUCTION

Translation builds a cultural bridge and there is more to translation than merely translating words from one language to another. There is something unique about how a translator can simply change a language into another so that others that speak a different language can understand and comprehend it. It also fosters ties between different native populations. Although in the world that we are living today many people are fluent in English, there's a tiny amount of them who are not. As a result, there is now a chance for a business or service like Creatorslation to assist those in need. It is very essential for them to get help and what are better ways than to seek help from a translation service. Some may claim to be capable of doing the translation themselves, but with the assistance of a professional or a student who has studied the techniques involved, the content can be firmly convinced to be a quality piece. This is because if some of them were to use a translation tool, it can be very inaccurate. There is no doubt that it is not powerful enough to alter the entire sentence's meaning. Because of this, assistance from a person or a service is very important in this kind of circumstance. Creatorslation takes it seriously when it comes to the deadline and the quality of the materials translated. This is crucial because client satisfaction-which is what matters-can be achieved through a quality service.

Problem statement related to this is that, at the early stage of this service, finding customers and promoting it to others is a challenge. This is since a service with no experience and trust will always struggle to find the precise number of clients it seeks. This is why Creatorslation intends to promote it on many different platforms to gain what the goal is looked upon. Even so, the problem was easily dealt with Creatorslation promoting it on Instagram by making a poster and even having an account where customers can see the work that it provides and can contact it directly through personal messages. The promotion also includes, reaching up to 10 different content creators from Youtube and Tiktok as a strategy to offer a translation service for their captions. Not only that, as a translation service, its main problem is to understand the accents of the customers' words in their videos. This is why it is the translator's responsibility to get in contact with their client and find out exactly what they are trying to convey. By doing this, the translator builds a link with the client that is tied to the trust the client has in the translation. Besides that, finding the right word to replace is another problem faced. It can be confusing since some words are not meant to be replaced with exactly the translation of that certain word to English. For this one, it was solved by changing it into a different sentence but with the same meaning.

1.1. Project Objective / Purpose

It is crucial for an influencer or content creator to expand their potential audience. This is so that it can reach specific intended audiences and raise their profile in the scene of that industry. The translation service focuses on translating it into English because English is an international language that is the most widely known by people worldwide, which broadens the audience to many other nations. The justification stated made perfect sense considering the objective Creatorslation is trying to achieve. Besides that, Creatorslation believes that it is very specific and precise with the purpose of providing a variety of languages so that viewers from different countries can comprehend what the content creators are saying and so that it can draw in large audiences to the videos without any trouble understanding them. It distinctly establishes a momentum for this service to advance and achieve its goals.

1.2. Entrepreneurial Opportunities

Having entrepreneurial opportunities means taking steps to introduce new goods, services, or organizational structure. Creatorslation was created to advertise on various social media sites like Instagram and Twitter to gain some recognition. This is crucial since effective advertising is essential for corporate success. According to Hamlett, C. (2019), in addition to educating your target audience on the advantages of your product or service that are related to those concerns, advertising helps raise awareness of issues that they may not be familiar with. Two of the most downloaded social apps in this generation are the key to promote this service. One of the reasons for this is because Instagram's advertisements are less likely to irritate viewers since they are not invasive. A small business or service like Creatorslation has the potential to go big if it is promoted using Instagram. This is because according to Kuligowski, K. (2023), businesses of all sizes and in all sectors can succeed on Instagram since the network has such a large user base with a diverse range of demands and interests. A marketing strategy must be well considered, and by advertising it on Twitter and Instagram, it may reach a large number of its target audience. Youtube and Tiktok are the chosen platforms to translate its materials from content creators. The initial plan for Creatorslation was to provide a translation service for Youtube content creators only. But considering that Tiktok now is the main stage when it comes to relevancy, it is now focused on both, Youtube and Tiktok. The aim for this is to seek as many customers as possible. According to Kemp, S. (2021), early in 2022, Malaysia's TikTok had

14.59 million users who were at least 18 years old. With the research stated, it is a no-brainer decision to go for Tiktok as well. Proper research was also done, and it shows that many TikTok users do not provide captions in their videos even if their videos are targeted to an international audience, giving that some of them do not have the ability to do so.

2. METHODOLOGY

During the invention of Creatorslation, it embodies doing a lot of research regarding the translation areas. For example, how to approach and translate the work of any content creators, and also look at the costing for each word that is going to be translated. Other translators which are experienced in this field would normally charge their clients 20 cents per word. But here at Creatorslation, it charges only 15 cents per word. The reason for this is because this service is still new and would require careful consideration if its cost were to increase. Even though this service is still new to the market, having the first client proved useful because it demonstrated that the prices established are quite reasonable. By translating 166 words, the first client gave a total of RM24.90. The process of translating a customer's work is quite simple and it is done by them sending their materials over WhatsApp or Telegram. They must then wait for the translation to be completed before the material is returned to them once they have paid the translation fee.

A survey was conducted throughout this whole process. Making a survey is important since it can be used to inform important decisions or learn how people feel about particular translation-related topics. A survey about this service was created from a google form to determine the number of people who require caption translation for their internet content. Majority of the respondents indicated a desire for a translation service for their videos and it was not a surprise. It came to 83.3% saying yes on whether they need their videos to be translated or not. This demonstrates that either some TikTok or Youtube creators lack the time to translate it themselves or are in severe need of a translator with more expertise.

One further strategy employed by Creatorslation to advertise its service is the creation of a poster. A promotional poster was created from Canva to promote this service and it was done to capture the interest of the specific people who are targeted. While there are various strategies for marketing or promoting a business, creating posters is one of the more effective ones. The poster was spread through Instagram and Twitter. It was posted from an Instagram page specifically for promoting the Creatorslation service. Given the size of Instagram and the fact that there is no better place to advertise promotional posters than there, posting it there can draw in as many customers as possible.

A review of the literature on the method used, the cost, and the process of translating the materials was completed during the first and second week of the project's development. In week three to four, market research was done, where a lot of information was gathered during that time. While busy collecting surveys on different content creators on week five and six, week seven and eight was filled with making and creating posters and an Instagram page for Creatorslation. Many efforts have been made in finding customers and in result, Creatorslation received its first customer. Extended abstracts were expected to be submitted in week twelve, but it was really planned for week fourteen instead of week twelve. Due to that, week twelve and thirteen was filled with a search on finding more customers for Creatorslation and engaging more with the content creators in Malaysia to recommend this service towards them. Finally, the posters and recording submission were due on week fourteen.



3. RESULTS AND DISCUSSION

The data that was carried out using a survey shows in (figure 1) that 93.3% said yes whether they need their videos to be translated or not. This demonstrates that the majority of responders require a translation service in order to translate their content, while some may lack the skills or time to do so. Next, a great number of 100% said yes on whether they would be willing to try “Creatorslation” as this proves that Creatorslation can attract customers. Another great outcome from the survey stated that most of the respondents answer yes on whether they need their material to be translated or not with the percentage of 86.7%. Besides that, one of the questions asked from the survey is what do the respondents need in a translation service. The result came out with 6.7% saying that they want rapid and efficient work with their material while 20% of the respondents want good quality work. The result came to a majority of 66.7% wanting their work to be all of the above, which is good quality, efficient and rapid work. Most of the respondents have a youtube channel or a tiktok page which came to a result of 93.3% saying yes on whether they have it or not. Lastly, an interesting stat came from one of the questions from the survey where 53.3% saying that they rarely use their page to upload contents while 26.7% said they are an active user and with the lowest percentage with 20% said that they recently have not been active.

Posters were also created during the process of this project and (figure 2) shows both posters that were created with the intention of promoting this service to the world and they are intended to be both captivating and educational. Creatorslation aims to not just rely on promoting this service by just simply approaching customers personally but to also include posters as a marketing skill as well. By doing so, many customers from different places will notice this service’s existence.

3.1. DATA ANALYSIS

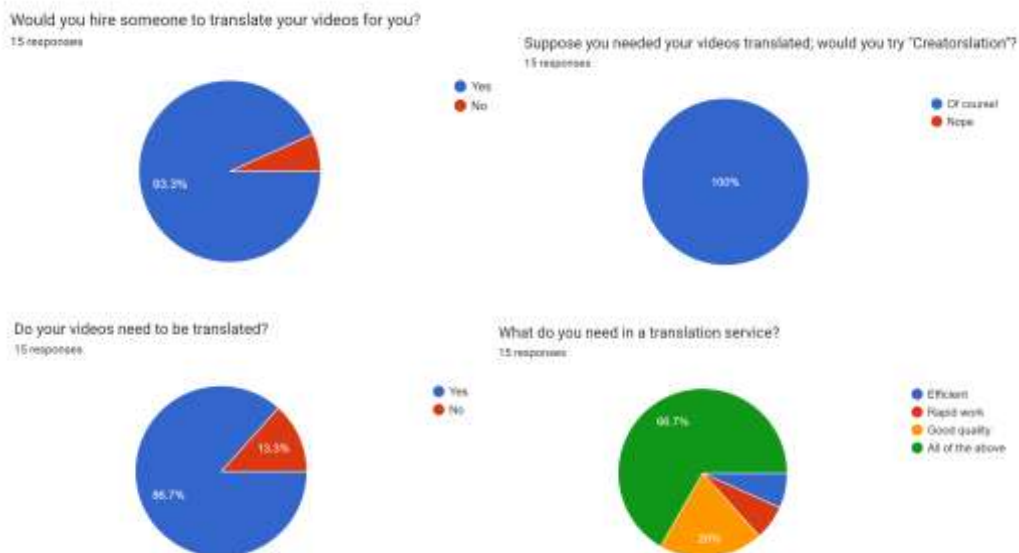




Figure 1. Analysis chart

3.2. APPENDICES



Figure 2. Posters

4. CONCLUSION

All in all, Creatorslation is a great translation service that opens the door to many content creators to extend their level of audiences, worldwide. In addition to helping Malaysian creators realize their potential and share their work with the world, Creatorslation was established to do more than just translate subtitles. The outcome of all the effort has been positive, and considering the time required to finish the project, this represents a business success. The goal that was set was fully achieved, demonstrating the ability of Creatorslation to reach audiences around the world. This was proved by one of the clients who received a total of 6,000 views for a single translated video. The purpose was also perfectly met which is to provide diversity. Communication is the key to everything, also the key to connecting to others and by providing diversity, audiences or viewers can understand and can identify the talent that Malaysian content creators have. Many plans were made when thinking about the future for this service. One of them is finding more content creators or customers. Given the success Creatorslation has had in attracting clients, it is reasonable to assume that more people will require this service in the future. This is because prior customers were given the benefit of the doubt, and as a result, additional business requests were anticipated to follow. Besides that, focusing on delivering a more accurate translation is also one of the future plans for this service. This implies that this service needs to step up its game and that minor errors that were committed in previous work need to be recognised. Many needs to be improved regardless of its success in recent times.



Creatorslation gives its 100 percent in every aspect of work and hope that this service will continue giving the content creators what they need and focusing on the main thing, which is to supply an accurate translation.

ACKNOWLEDGEMENT

First and foremost, praise to God, the merciful for giving the blessing to complete this project with ease. A gratitude is to show towards my supervisor, Madam Zuraidah Sumery which is a lecturer from UITM Segamat, Johor, who helped me a lot with this project. A lot was discussed regarding this project and some of the ideas came from her. My appreciation for everything she has done, which I will always remember. I sincerely appreciate all the effort she spent assisting me on numerous occasions. Her advice has made me more patient with many things and taught me to be more cautious when working on a project like this. I would also like to thank LG120 (English for Professional Communication) for giving me the opportunity to carry out a project that is very valuable not only for present me, but for future me as well. This individual project has shown me the ropes towards being a successful entrepreneur and what qualities are necessary to maintain consistency in the entrepreneurial field.

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