

## ABSTRACT

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This study aims to investigate the challenges and strategies experienced by students in a translation project within the English Education Study Program at Universitas Jambi. As part of the Project in Language Services course, students were required to carry out a translation project that mirrored professional practices. While this project offered meaningful learning experiences, it also presented students with complex linguistic, cultural, technological, and managerial challenges that demanded critical thinking and problem-solving skills.

A qualitative case study design was employed, involving three groups of students who completed their translation project in the 2023–2024 academic year. The research steps included selecting participants, obtaining informed consent, conducting and recording semi-structured group interviews, transcribing the data, member checking, and analyzing the data using thematic analysis based on Braun and Clarke's (2006) framework.

The findings reveal that students encountered linguistic, cultural, technological, and managerial challenges. To address these, they applied various strategies such as consulting academic references, using semantic translation techniques, collaborating with peers and lecturers, and utilizing digital tools. The results highlight the students' critical thinking, adaptability, and teamwork in responding to complex translation tasks.