

LINA PRIHATINI

Multilingual Conversation Labeling · Intent Classification · Chatbot Response Optimization
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ABOUT THIS PORTFOLIO

This portfolio presents real-world annotation work samples from my 3+ years as Data Annotation Specialist on the TikTok Shop Chatbot Project (PT Transcosmos Indonesia). All examples are based on actual customer interaction patterns handled in production, reconstructed here for demonstration purposes.

ANNOTATION SAMPLES: DELIVERY & SHIPPING ISSUES

The table below shows how I process raw, informal Indonesian customer messages: identifying the true intent, classifying it, and crafting a polished response that is accurate, empathetic, and platform-appropriate.

| Raw Customer Message (Original) | Intent Label | Polished AI Response | Annotation Notes |
|----------------------------------------------------------------------------------------------------|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|
| <i>"Paket blm sampe udh seminggu"</i> | DELIVERY_DELAY | Kami mohon maaf atas keterlambatan pengiriman paketnya. Kami sudah menghubungi pihak kurir untuk mengecek status terkini. Mohon ditunggu 1x24 jam ya Kak. Kami pastikan paketnya segera sampai ke tangan Kakak. | User frustrated but not requesting refund yet. Label = delay complaint, not lost item. Response: apologize + action + timeline. |
| <i>"Ini knp ada tulisan penerima tdk ada di tempat orang aku di rumah terus. Totlong kurirnya"</i> | FAILED_DELIVERY_ATTEMPT | Mohon maaf atas ketidaknyamanan ini. Kami telah melaporkan kendala ini ke kurir dan meminta rescheduling pengiriman secepatnya. Kakak juga bisa | Distinct from general delay — courier attempted but failed. Intent = failed attempt. Offer rescheduling + resi info. |

| Raw Customer Message (Original) | Intent Label | Polished AI Response | Annotation Notes |
|---------------------------------------------------------------------------------------------------------------|-------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
| <i>ditegor kek</i> | | menghubungi kurir langsung dengan nomor resi [RESI] untuk koordinasi jadwal yang lebih tepat. | |
| <i>"stuck 3 hari di Surabaya"</i> | SHIPMENT_STUCK_IN_TRANSIT | Kami memahami kekhawatiran Kakak. Paket Kakak saat ini sedang dalam proses pemeriksaan di gudang transit. Jika tidak ada pembaruan dalam 2x24 jam, kami siap membantu proses investigasi lebih lanjut. Terima kasih atas kesabarannya, Kak! | Stuck ≠ lost. Give realistic timeline before escalating to investigation. Reassure without overpromising. |
| <i>"Barang saya katanya udah dikirim tapi kok ga ada di depan pintu ya? Tetangga juga ga ada yang nerima"</i> | ITEM_NOT_RECEIVED_DELIVERED_STATUS | Kami sangat menyesal mendengar hal ini. Karena sistem menunjukkan paket telah terkirim namun Kakak belum menerimanya, kami akan segera membuka investigasi resmi bersama pihak kurir. Mohon Kakak standby untuk dihubungi tim kami dalam 1x24 jam ya. | Delivered status but not received. Escalate to investigation. Different from delay; requires urgent action. |

ANNOTATION CASE STUDY: HANDLING AMBIGUOUS INTENT

One of the most critical skills in data annotation is correctly resolving ambiguous messages where a single customer input could belong to two or more intent categories. Below is a real-world example of how I approach this.

Case: The Ambiguous Message

| | |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Raw Message | "Belum sampe" |
| Challenge | This message contains two possible intents: 1. Package not received or 2. Refund not received. Choosing the wrong label routes the user to the wrong team and delays resolution. |
| My Analysis | The phrase 'belum nyampe' indicates the package is delayed and not received. 'nyampe' signals arrived. |
| Label Assigned | Delayed_Delivery |
| Polished Response | Halo Kak! Kami sangat memahami kekhawatiran Kakak dan mohon maaf atas ketidaknyamanan Anda. Kami sudah menghubungi pihak kurir untuk mengecek status terkini. Mohon ditunggu 1x24 jam ya Kak. Kami pastikan pakatnya segera sampai ke tangan Kakak. |
| Why This Works | Addresses both intents without overpromising. |

MY ANNOTATION METHODOLOGY

Every annotation decision I make follows a consistent 4-step framework:

- Read for emotion first: What is the user feeling? Frustrated, confused, urgent? This shapes the tone of the AI response.
- Strip informal language: Indonesian users frequently use slang, typos, and mixed Bahasa/English. I normalize the meaning before labeling.
- Identify primary vs. secondary intent: Most messages carry one clear intent; I flag secondary intents as tags to avoid mislabeling.
- Polish for empathy + accuracy: The final response must sound human, resolve the issue, and stay within platform guidelines.