

CHAPTER I

INTRODUCTION

This chapter is the internship report part consisting of 5 main introduction points. Those will be examined by the writer including the background of the internship, the objective of the internship, the scope of the report, the significance, and the operational definitions of the key terms.

1.1 Background

As humankind, we have lived and been on earth for millions of years. In that long and historical process, we are constantly evolving in which we continue to live. Along with that, we have adapted to various earth environments wherever humans might belong. It has allowed humans to build tools, beliefs, civilizations, and so forth, which become the humans we are up to this day. Nevertheless, the development of our world would not be as advanced as today without education. Its presence of it has significantly changed the way how we think and perceive things.

Education is a process in which, the knowledge, characters, and behavior of the human being are shaped and molded (Jaguar 10, 2020). With it, we are always trying to pursue things that challenge our understanding and abilities further than ever before. All of this is also done with good behavior, hardworking nature, and other things which would not be achieved without the results of education. Anything from the impossible becomes possible with it. That's why we always keep innovating. As Nelson Mandela put it, "it always seems impossible until it is done."

(Satell, 2015). And in the history of mankind, we have never failed to innovate regardless of all kinds of failures to keep moving forward.

As of now, we can see the pinnacle of civilization can be said to have been reached by humankind. From the stone age to a governing society, followed by the computer which transformed human existence, and now the phenomenon of globalization. Our century, the twenty-first century, is renowned for technological advancement breakthroughs whether in technology, medicine, automotive, space, etc. Everything is changing and rising step by step in this progressing time. Of course, thanks to education, all of this can happen. So, we can say that education is to bring up, to developing, and shaping up individual talent and inner potentialities. Education leads to the enlightenment of mankind ("Education," 2013). That being so, education is a continuous and dynamic process where it develops too as time goes by. In order to keep in that way, working is a must for every person when he or she gets in its potential age to move on from fully education life. However, before anyone gets into it, it is better to taste and get a feel of how to work somewhere before really diving into what someone is into or dreaming of.

If anyone is taking education up to the undergraduate level in a university, it is good to take a look at what the university might have to offer. And that is an internship opportunity. This offer, however, is mostly facilitated by the university itself to see and test their students on the extent to which they are ready to work in the real world. As a matter of fact, almost every university whether in Indonesia or around the world facilitates students to get internships. And to some, this is a needed criterion for graduation which makes it even better. With this opportunity, they can

implement what they have learned so far into action. It can offer a beginner in a career field practical experience within a professional role (Editorial Team, 2021). Therefore, most of the internship vacancies should have made you learn better about the world of work before later diving into the actual one.

An internship also offers students a chance to "try out" a job or industry to determine if it is the right choice for them (University, n.d.). Hence, this helps them so that they are not surprised and simply become more prepared when the time has come. In fact, there is more if the company where someone's intern gives the person a one-time opportunity. In some cases, a company may decide to hire an intern at the end of the assignment (University, n.d.). Anyhow, it will eventually come to everyone, whether ready or not. This is the fact that we must live from the fully-education world, transitioning into the working world.

Here at Universitas Ma Chung, an internship is a necessary step if someone wants to get graduated. Different faculty and study program requires and allows different fields of expertise to take. In the writer's study program, English Letters, there are quite many ranges of fields that we can choose from. All of them are also related to the subjects studied in the study program, including education (e.g., teaching), journalism, broadcasting, translation, hotel (e.g., front office), content writing, copywriting, tour guiding, and so on so forth.

In the writer's case, his interest is to work to gain new experience in the area of content writing. The writer hopes this field would able to make the ability and skills he obtained from the university, drastically increase. In addition, experience, understanding, and new skills could follow along later as he is going to progress

and creates proper and quality content. Here at Ma Chung's English Letters Study Program, we actually never really taught explicitly regarding content writing, more into academic writing. However, during the time we studied there from the first semester to the sixth semester, content writing was actually one of the subjects that we learned although we may don't realize it. It is so because we can say that we indirectly performed the assignments, projects, exams, and any other else, almost including everything that has to do with writing. And that writing is heavily involved for everyone to research and, therefore, creates well-made content whether the writing requires to stay to the criteria (academically) or requires to be creative.

Along with academic writing, which most of the time has been done, content writing is mostly hand in hand in the process. And English Letters Students find them mostly from the beginning in the fourth semester to the last subject-based semester in the sixth semester. In the writer's case, he has taken a tourism-based concentration. The subjects, including tourism-related and hotel-related subjects in which content writing can be said, were heavily used in those subjects. Regardless, everyone in English Letters, whether old or new force will eventually learn content writing. Nevertheless, along with that process, everyone will certainly continue to hone the writing skills they obtained for roughly three years before moving on to the internship and thesis phase. As we have seen, it shows how important academic writing and content writing are in the daily lives of English Letters Students of Universitas Ma Chung. With them both, everyone creates writings that are not only important for its writers, yet also for the needs of the study program, the faculty, and many people.

Since the world is in a pandemic situation, people always try to live as best as they can. Among others, to stay healthy, stay strong, stay productive, and most important of all, to stay survive. As a consequence, everyone needs to adjust how the world runs today. With the effect of COVID-19 across the globe, it is important to stay active while remaining healthy. Regardless of the limitations, almost in any condition, the world has shown that we have adapted pretty well from play, work, and being active in general fully outside to almost shifting completely from home. What used to everything done mostly offline now becomes online. At first, it was difficult for everyone, yet in less than two years, we became gotten used to it. Although not all, everyone gradually can make it become a new habit, a new normal.

Before the COVID-19 pandemic struck, the world has been in a digital era where almost all information such as images, videos, and writings could be found on the internet pretty easily. Now, we do need it more than ever in this situation. As a matter of fact, almost every single piece of information we obtain, want it or not, needs to be read. Moreover, pictures and videos mostly contain writing. Thus, we can get additional information from it and make us understand better what we're seeing. This shows how important any work related to writing, which to provide information. That's where a profession like content writing comes to play. Instead of writing reports, essays, and papers like academic writing, content writing is written mainly for websites, blogs, and other online media. An academic article has a very well-defined structure. General content writing does not need to be that systematic. Depending on the topic and purpose, content can have any shape or

form (Digital, 2017). That's why writings that include social media posts, video scripts, and YouTube video descriptions are just some among many other forms of content writing. Those are among the reasons why the writer wants to broaden his experience by decided taking an internship program in a translation service to become a content writer.

1.2 The Objective of the Internship

The objectives of the internship that the writer takes are:

1. As a writer and a student of Universitas Ma Chung, the internship program is one of the required necessities to fulfill the university's graduation and acquire a bachelor's degree.
2. This internship program is also useful as a working world introduction for the enhancement of the writer's skills and interests to prepare for his future after finishing college.
3. The company will have a good connection with the university to maintain a continuous mutual relationship and cooperation which is beneficial for both parties.
4. The writer wants to motivate himself to put his insight after learning in six semesters to deepen both academic and non-academic knowledge on particular courses connected to the internship.

1.3 The Scope of the Report

This report provides the general facts of the writer's internship at a translation service including the activities, job description, challenges, and problems encountered during the internship. There are several theories that are used

to find solutions and solve difficulties in the process of making daily content in the form of articles and descriptions every week. For the record, most of the courses such as Translation and Interpretation, Essay Writing, Listening, and Creative Writing that the writer has received during the lecture period, are courses that are relevant to the Bee Happy Translation Services.

1.4 The Significance

There will be three significances that are going to be discussed by the writer. These including for the writer as a student and an intern, English Letters Study Program, and the Bee Happy Translation Services as the company in which the writer is for the internship.

The writer obtains many new things and insights ranging from common knowledge of how the company works and its regulation both written and unwritten to learning things about how to make good content in SEO content writing. English Letters has provided sufficient content writing knowledge for the writer to adjust quickly enough to the content writing division's work pace. Yet, the writer needs to learn and explore what the company has to offer. Hopefully, the report as a result of what he got can beneficially serve as a good model for future generations of English Letters students.

As for the study program, the internship program aids in the development of excellent graduates who will be better prepared when facing the world of work later. It can assist in generating chances for students who will graduate with expertise that they did not obtain while attending university. In addition, the study

program can form a mutually advantageous partnership with the company for the future internship program.

For the company, the internship program has a great potential to strengthen ties between the company and the study program. If they feel lucky, students who do internships there can be taken to become employees of the company right after graduating from college. It will save the company a lot of time since they already know the abilities of the prospective employee during the internship period.

1.5 The Operational Definitions of The Key Terms

1. Internship

To provide students with an opportunity to test abilities and attitudes toward particular material or career possibilities for the future (Jackel, 2011).

2. Content writing

Forms the foundation of every digital marketing strategy, as emotive content is necessary for everything from blogging and strategies to email and social media promotion (Chris, 2021).

3. Translation service agency

Provides translation services and manages translation projects for clients (Betts, 2010).

4. SEO writing

The process of researching, outlining, creating, and optimizing content to rank for a target keyword in Google and other search engines (Dosetto, 2020).