

CHAPTER 1

INTRODUCTION

1.1 Background

During the global disruptions caused by the COVID-19 pandemic, various sectors, including global studies and study abroad programs, faced significant challenges. International relations, especially contact between partner universities, experienced a pause, disrupting the flow of offline/ in person academic exchanges. In the aftermath of the pandemic, as global movement and educational activities normalized, the International Relations Office (IRO) in universities must actively work on revitalizing connections with partner universities and reinitiating study abroad programs.

In response to the impact of the pandemic on global studies, including a pause in collaborative efforts and inbound student exchanges, Universitas Ma Chung aims to reconnect with partner universities in order to rejuvenate exchange programs that play a crucial role in enriching students' academic experiences. Additionally, their goal is also to reignite students' interest in international programs and encourage Universitas Ma Chung students to explore and join student exchange programs.

During my internship at Ma Chung's International Relations Office, I supported the International Credit Transfer (ICT) and IN2FOOD program. Additionally, I played a role in composing a book about Universitas Ma Chung students' study abroad experience and content creation for social media platforms.

As part of my duties in supporting the ICT program, I contributed to the development of student exchange enrollment google forms as well as informational materials such as guidebooks and presented crucial details about exchange programs and international collaborations to Da-Yeh University students. Moreover, my involvement extended to the planning of a summer camp, which involved planning an itinerary, reaching out to potential partner universities (Cambodia Technological University and Da-Yeh University), managing communication with the aforementioned universities via email, managing inbound students' documents for the summer camp enrollment and answering the students' questions about the summer camp via WhatsApp and Line group chats.

Throughout my internship, I honed my communication and copywriting skills by crafting correspondence emails and creating engaging Instagram content for @machunglobal. This experience provided valuable insights into the challenges and opportunities associated with rebuilding connections post-pandemic, specifically in terms of internationalization efforts and the initiation of inbound student exchange programs in an academic setting.

This internship report will delve into the opportunities and challenges encountered during my internship, offering detailed insights into the dynamics of international relations within the academic realm. Additionally, a comprehensive analysis will be provided, focusing on how effective communication and collaboration could have been enhanced through better preparation and strategizing.

1.2 Internship Objective

This internship was undertaken with several objectives, namely:

1. To fulfill the requirements for graduation and obtain a bachelor's degree in English Literature from Universitas Ma Chung, Malang.
2. To engage in a professional work environment and acquire practical experience beyond academic settings.
3. To develop and enhance skills in the field of copywriting and content creation, applying theoretical knowledge to practical scenarios within the context of international relations and collaborations.
4. To apply existing skills and knowledge while acquiring new ones, concurrently undergoing training in an unfamiliar field within the realm of international relations and collaborations.
5. To assess the proficiency of skills acquired through formal education in the English Literature department at Universitas Ma Chung, pinpointing areas that necessitate further refinement through practical, real-world experiences.
6. To pinpoint ways in which future students in the English Letters department at Universitas Ma Chung can be better prepared for professional life through an enriched curriculum.
7. To contribute to the reconnection between Universitas Ma Chung and partner universities, fostering academic partnerships and global collaboration.
8. To build positive relationships with key personnel at the International Relations Office, establishing a good rapport for potential job opportunities and future collaborations.

1.3 Report Scope

This internship report focuses exclusively on my experience within the International Relations Office at Universitas Ma Chung, examining the alignment between my formal education and the demands of the internship. This report will offer insights into the practical applications of my coursework, emphasizing the relevance of copywriting in navigating real-world scenarios, provide a concise analysis of the experiences that enriched my understanding of content creation and share insights on how students who are interested in similar internship roles could be better prepared.

1.4 Significance

1.4.1 Personal Significance

This internship holds particular significance for me as it provides a valuable opportunity to apply theoretical knowledge in the realms of copywriting. Beyond enhancing copywriting and content creation skills, this experience offers insights into the operational and managerial aspects of academic and international collaborations within a university setting, extending beyond my previous studies in the Tourism and Hospitality Management elective at Universitas Ma Chung. It is a meaningful opportunity to apply copywriting in the digital landscape, where content creation is increasingly vital.

My internship at Universitas Ma Chung's International Relations Office allows me to not only learn to contribute meaningfully to the social media management within the IRO but also gives me the chance to explore my writing potential by compiling an anthology about international studies done by Universitas Ma Chung students and lecturers.

1.4.2 Significance for Universitas Ma Chung Malang

Universitas Ma Chung Malang, along with similar institutions worldwide, grapples with the repercussions of the post-COVID-19 era following closing of international borders and travel restrictions. Among the evolving priorities, there is a heightened emphasis on reconnecting with partner universities and reigniting interest in study abroad programs. The International Relations Office recognizes the need for an online presence and a strategic approach to marketing in response to these shifting demands. Compounded by staffing challenges, particularly in recruiting a dedicated social media manager who is also willing to design posters and banners for the International Relations Office's events, the acceptance of my role as an intern at Universitas Ma Chung Malang addresses these specific needs.

This report not only details my experiences but also acts as a resource for Universitas Ma Chung Malang. Additionally, it also provides insights for future interns, guiding them in contributing to the university's evolving initiatives.

1.4.3 Significance for English Letters Study Program of Universitas Ma Chung

This report will hopefully serve future students of English Letters Study Program of Universitas Ma Chung as a guide and template on their own internship, either with Universitas Ma Chung's International Relations Office, or with other universities. This report will also hopefully bring new insight on the knowledge bases that English Letters students need to acquire so they may perform adequately and even excel in such an industry.

1.5 Definition of Key Terms

The following are the key terms that would be instrumental in the further discussion of the report:

1. **Copy:** text crafted for publication (Merriam-Webster, n.d.).
2. **Copywriting:** specialized skill or art of crafting written content, known as "copy," for promotional or marketing purposes (Bly, 2020).
3. **Memorandum of Agreement (MOA):** a formal document that delineates an agreement between two distinct parties which is typically reached after a process of negotiation (Rañosa-Madrunio & Chua, 2022).
4. **Memorandum of Understanding (MOU):** a precursor to a more comprehensive and legally binding contract, providing a framework for further negotiations and discussions (Kusumastuti & Ishwara, 2023).
5. **Narrative Journalism:** presenting news events by capturing the viewpoints of real individuals involved (van Krieken & Sanders, 2016).
6. **Page Layout:** organization of visual elements on a page, utilizing composition principles to fulfill communication goals (O'Connor 2014).
7. **Public Relations (PR):** the management of informational publication from an organization to the public (Grunig & Hunt, 1984).
8. **Social Media Marketing:** promotion of products and services with the use of social media platforms (Felix et al., 2017).