

## CHAPTER II

### ACTIVITIES

#### 2.1 Short Introduction on Universitas Ma Chung Malang

Universitas Ma Chung Malang is a private university located in Malang, a small collage town in East Java. Established in 2007, the university has been operating for 17 years. With a firm commitment to the motto "*Waktu minum air jangan lupa sumbernya, waktu sukses balaslah budi kepada kampung halamannya*" (Remember the source when drinking water, and when successful, repay the debt to your hometown), and driven by the dedication of Ma Chung High School alumni, including prominent figures like Soegeng Hendarto, Mochtar Riady, Teguh Kinarto, Hendro Sunjoto, Koentjoro Loekito, Effendy Sudargo, Agus Chandra, Hadi Widjojo, Nuryati Tanuwidjaya, Nehemja, Alex Lesmana Samudra, Evelyn Adam, Usman Harsono, Nagawidjaja Winoto, and Soebroto Wirotomo, the vision of establishing Universitas Ma Chung took shape. During the grand reunion commemorating the 60th anniversary of Ma Chung High School in Malang in 2005, the foundation stone for Universitas Ma Chung was laid. Simultaneously, the Harapan Bangsa Sejahtera Foundation was formed to oversee the university. This pivotal event marked the beginning of a collaborative effort to contribute to Indonesian society's betterment through education.

Universitas Ma Chung stands as a manifestation of this commitment, aiming to make a positive impact on society through academic endeavors. The university places emphasis on accreditation and celebrates the achievements of its students. This dedication to education reflects the spirit of the alumni and their collective goal of fostering positive change in the community.

### **2.1.1 Values and Vision**

In its conquest for shaping a generation that is not only academically proficient but also morally upright, Universitas Ma Chung embraces 12 core values that guide the institution's philosophy and shape the character of its academic community. These core values, which includes originality, integrity, perseverance, creativity, dynamism, friendliness, meritocracy, professionalism, responsibility, synergy, humility, and citizenship, are carefully woven into the curriculum.

Universitas Ma Chung places a strong emphasis on building a community grounded in honesty, respect, and credibility. By instilling patience and perseverance in their students, the university cultivates resilience among its members, encouraging responsibility, adaptability, and a dynamic approach to work. As a university that values achievements, hard work, and genuine contributions, numerous accomplishments have been achieved by Ma Chung students throughout the years. Ma Chung Students' accomplishments include receiving scholarships from Djarum Foundation, Wings Group, and the Ministry of Education, Culture, Research, and Technology, as well as winning academic and non-academic competitions such as Placing first in the Xing Yi Senior Virtual Wushu Championship and Creative Form Senior Putra di All-Tatami Kickboxing Championship just to name a few.

Guided by their vision, which is honoring God through ethical conduct, knowledge, and tangible contributions as academically empowered individuals, as well as the 12 Values, Universitas Ma Chung strives to deliver the best education and services to the youth of Indonesia.

### **2.1.2 Relevant Organizational Structure**

Universitas Ma Chung is owned by various stakeholders. However, operation and management are done and foreseen by Yayasan Harapan Bangsa Sejahtera through BPPH. At the head of the educational institution, the Rector holds a pivotal role in providing overall leadership and direction along with BPPH. Working together with the Rector is the vice rectors, who plays crucial roles in overseeing academics, finance and resources, as well as student affairs and cooperation. The International relations office works under the supervision of the Vice Rector for Student Affairs and Cooperation.

Internally, the operation of the International Relations Office is managed by the head of the international relations office with the support of two interns as they have not employed full-time staff, aside from the head of the IRO, at the present time. The internal operation of the International Relations Office consists of partnership, in which the bulk of the administration happens, such as drafting memorandum of understandings and memorandum of agreements, and international relations, which includes social media management and email correspondences with their respective partner institutions. All the operational activities are run under the direction and supervision of the head of the international relations office.

The International Relations office is structured as follows:

1. Vice Rector for Student Affairs and Cooperation: Wawan Eko Yulianto, SS., MA., Ph.D.
2. Head of the International Relations Office: Mustika Tarra, ST.MM
3. Interns: Angela Putri Natalia, Natalia Dian Kristiani, S.Ak.

### **2.1.3 General Job Description**

As an intern at the International Relations Office, my role primarily revolves around supporting the internal operations of the office. This involves engaging in partnership-related activities, where I was given the chance to contribute to the administrative processes by drafting essential documents like memorandums of understanding and agreements. Additionally, I also played a role in managing international relations, handling tasks such as social media management and maintaining email correspondences with partner institutions. Although these were my main responsibilities, I also took up miscellaneous tasks as needed by the International Relations Office. This includes designing posters, banners, and guidebooks, creating Google Forms, and developing newsletters.

#### **2.1.3.1 Partnership (MOUs and MOAs)**

During the initial month of my internship at the International Relations Office, I was entrusted with the responsibility of editing and printing Memorandums of Agreements (MOAs) and Memorandums of Understandings (MOUs). The process involved in-depth research and understanding of the specific collaboration requirements. I collaborated closely with my supervisor and engaged in consultations with relevant stakeholders to ensure clarity on terms, expectations, and legal implications.

### **2.1.3.2 International Relations (Social Media Management, Instagram Newsletters, and Email correspondences)**

Upon entering my second month, my supervisor directed my focus towards the international relations aspect of my work. This shift enabled me to involve myself in the practical aspects of maintaining partnerships, social media management, email correspondence with partner institutions, and contribute to the overall promotion of collaborative initiatives.

Starting from the second month until the end of my internship, copywriting and social media management served as my primary responsibility during my internship at Universitas Ma Chung's International Relations Office. This role involved not only making compelling captions but also extended to the creation, editing, and management of Instagram content. Specifically, my focus was on enhancing the social media presence of Universitas Ma Chung's International Relations Office, aiding them in their efforts for internationalization. In doing so, I engaged in the development of Instagram feeds and Insta stories, the details of which can be observed in *Figure 1* and *Figure 2*.



Figure 1 Ma Chung Global's Instagram Feed Sample

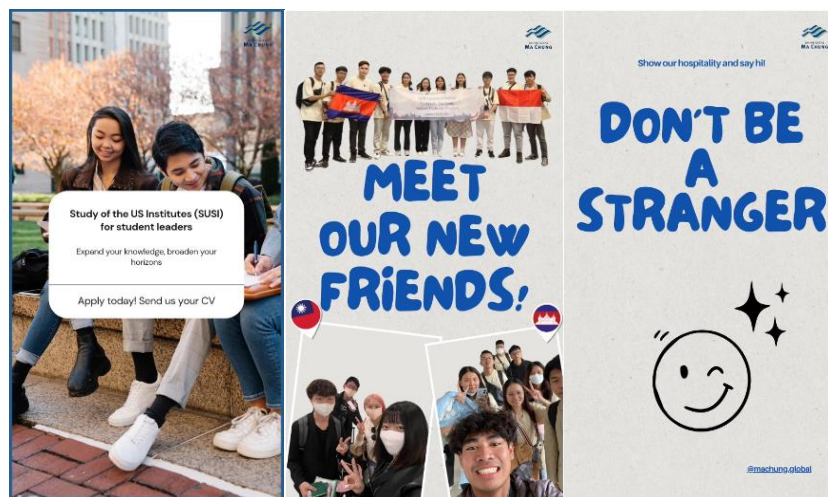
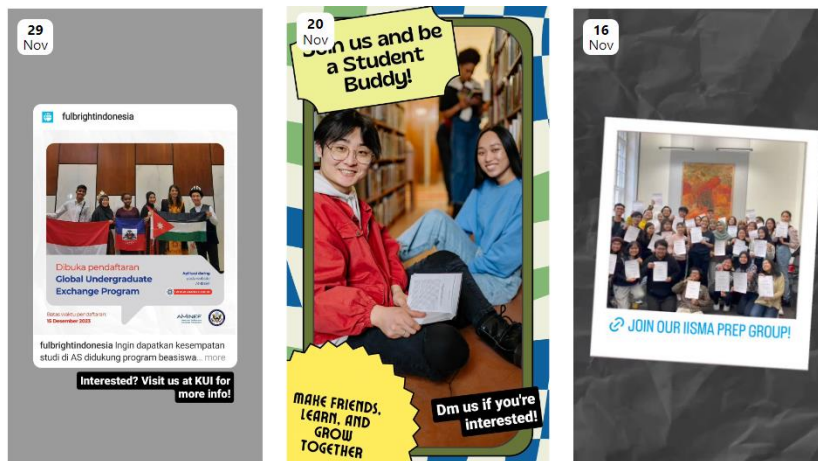
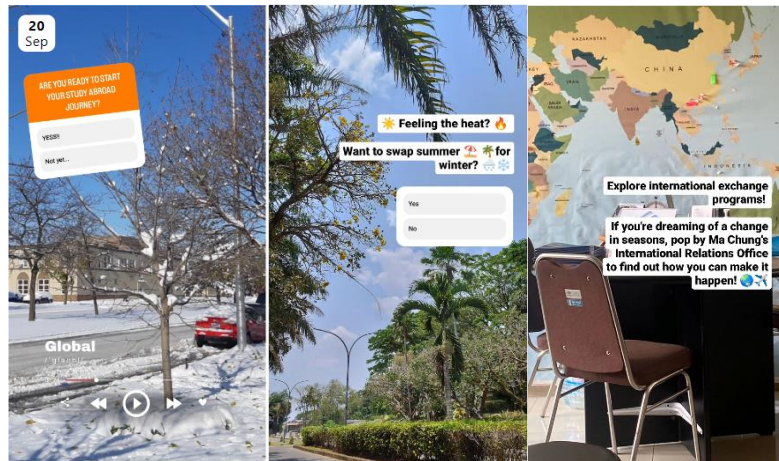


Figure 2 Ma Chung Global's Instagram Story Sample

Aside from the aforementioned tasks, I also engaged in email correspondence with partner institutions, this mainly involves marketing our Summer Camp and short-term exchange programs to our partner universities.

Additionally, I contributed to the broader promotional efforts of collaborative initiatives, facilitating the dissemination of information through various channels. My involvement extended to engaging with @machunglobal's audience, including responding to comments and direct messages on Instagram, ensuring an active and responsive online presence for the International Relations Office.

### **2.1.3.3 Other/ Miscellaneous Work (Poster, Brochure, and Banner Design, Google Form, and Guidebooks)**

While my main focus at the International Relations Office (IRO) centered around copywriting and content creation, there were occasional instances where I assisted with miscellaneous tasks related to event management. These tasks involved creating designs for posters, brochures, and banners, as well as developing Google Forms and guidebooks for IRO events, as seen in *Figure 3*, *Figure 4*, and *Figure 5*. Although these requests were infrequent, they provided me with opportunities to contribute to the successful execution of various initiatives within the IRO.





Figure 3 Google Form sample

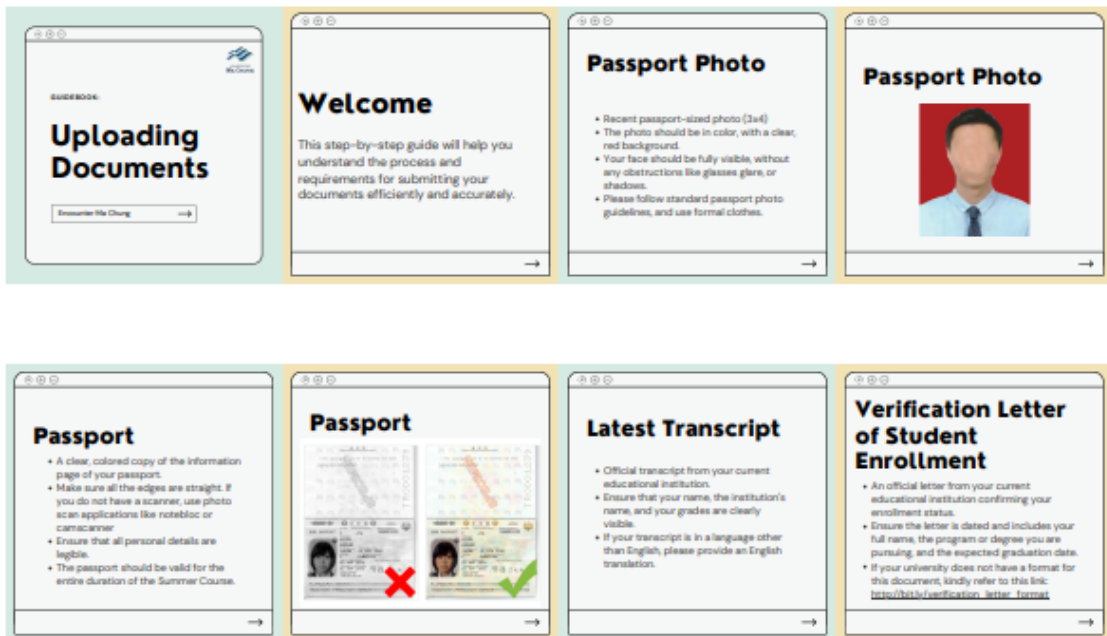


Figure 4 Guidebook sample



Figure 5 E-Brochure Sample

In addition to my main tasks, I was given an interesting side project: creating a newsletter or booklet featuring travel stories from alumni, current students, and lecturers, samples of which can be seen in *Figure 6*. This involved conducting interviews to gather their unique perspectives and experiences, which were then compiled into coherent and engaging essays. Through collaboration with members of the university community, the International Relations Office aimed to share a diverse range of study abroad encounters, highlighting the challenges faced and insights gained. This project was not only

a valuable addition to the university's publications but also aimed to inspire and inform others about the meaningful experiences associated with studying abroad.

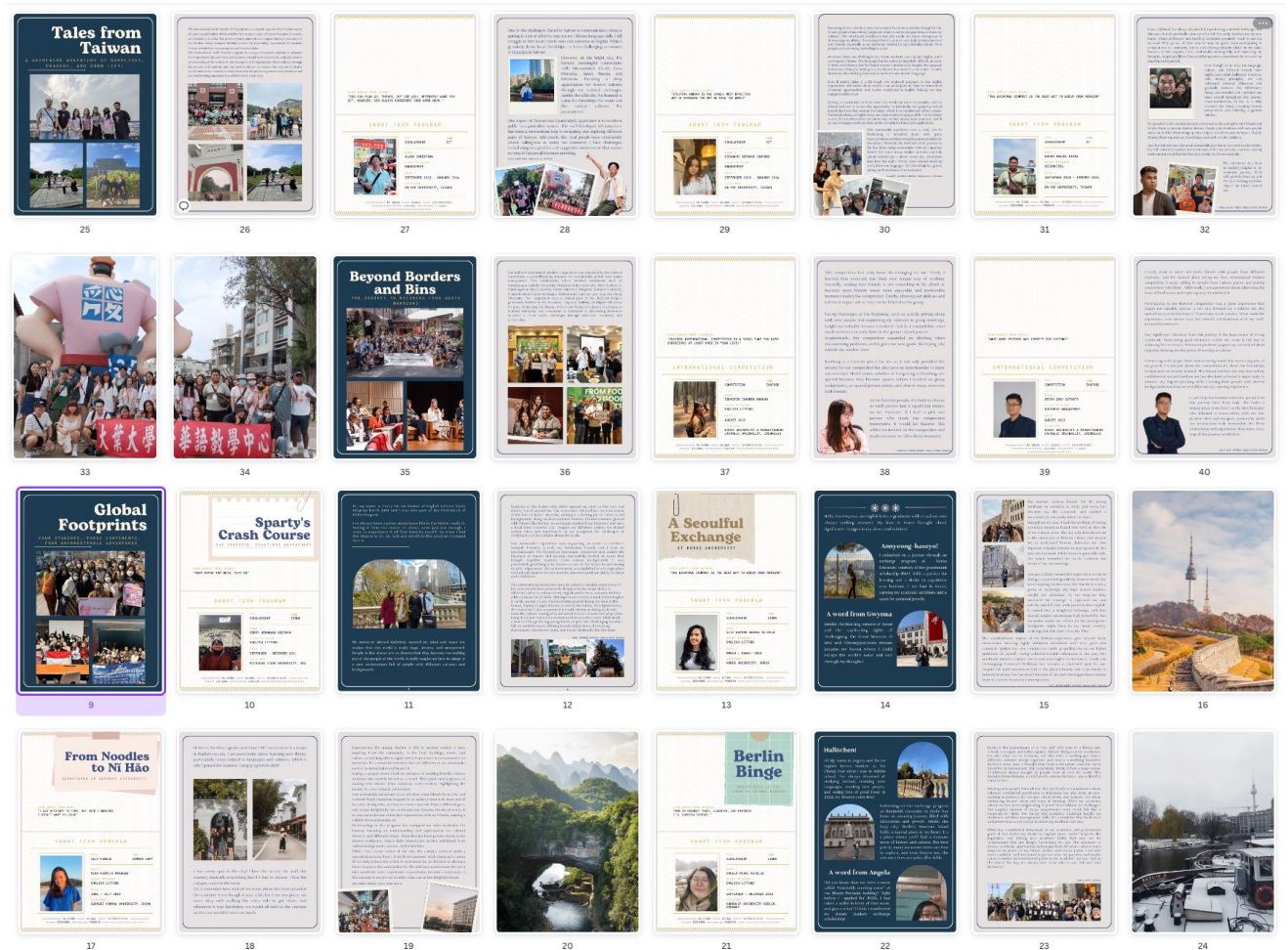


Figure 6 Travel Booklet Sample

## 2.2 Activities and Routines

The following section will divulge the activities and routines of my internship with Universitas Ma Chung Malang's International Relations Office for the period of three months, starting from September 1<sup>st</sup>, 2023, up to November 30<sup>th</sup>, 2023.

### **2.2.1 Orientation**

At the beginning of my internship at Ma Chung's International Relations Office, I received guidance from my supervisor, who also served as the head of the IRO. On my first day, my supervisor provided a short tour of the university's rectorate building, ensuring I familiarized myself with the rectorate. This foundational understanding of the university's intricacies became instrumental not only in my daily tasks but also in later responsibilities, such as printing MOUs and MOAs, requesting signature from the rector and vice rectors, as well as guiding guests to the board room.

### **2.2.2 Copywriting and Content Creation**

During my internship at Ma Chung, my primary responsibility was focused on copywriting and creating online content for Universitas Ma Chung Malang, particularly for their internationalization endeavors. Unlike the content creation approach that I have previously used when I was still creating content for the English Letters Student Association, which includes a set content schedule and a "content bank", the IRO's content creation approach was centered around responding to newsworthy events and creating content as they occurred. This method involved capturing and crafting content on-the-go, ensuring timely and relevant coverage of events, be it special occasions, promotional events, or any other noteworthy events.

All Instagram feed planning process involves these steps:

1. **Content Planning:** Before the content is planned, my supervisor will give me the general schedule of the event every month. After the general schedule is given, noteworthy events will be selected and turned into an

Instagram post. If no suitable events can be turned into an Instagram post, future events will be made into an insta story for the main Instagram feed teaser.

2. Content Creation: Most of the photos used in the content creation process are collected on the day the event happens. However, in certain circumstances where the photos or videos that are meant to be included in the content are available before the event (for example if the speaker of a seminar provides photos of themselves to be used as promotional materials), then the content creation can happen before the event begins.

3. Content Quality Monitoring: All contents go through a careful review by both the planner and supervisor to ensure appropriateness. If any issues are found, we attempt to address them through editing. If not, content that doesn't receive approval will have to be replaced, although this has very rarely happened.

4. Captioning: At the end of the content creation, all posts will be given captions. These captions are reviewed by the head of the International Relations Office to ensure that it is appropriate and follows Universitas Ma Chung's guidelines. Additionally appropriate hashtags will be used in the final caption product.

### **2.3 Problem Analysis**

Throughout my internship at Universitas Ma Chung Malang, I analyzed these three largest problems that caused inefficiency and errors in my handling of my responsibilities. These three problems are:

### **2.3.1 Lack of Content Creation Knowledge and Experts**

Although I initially felt ready to take on my primary role in the International Relations Office of Universitas Ma Chung Malang, which revolves around copywriting and content creation, I soon discovered there were numerous aspects of this responsibility, both crucial and supplementary, that I had limited knowledge of prior to my internship.

Even though I had experience in content creation before, crafting content for a specific subdivision within an institution demanded a higher level of professionalism and skill. From a technical perspective, my linguistic and creative writing skills were proficiently geared toward generating engaging content on demand. However, when it came to designing visual content, I realized a notable gap in my skills. In addressing this challenge, Canva became a valuable tool, providing substantial assistance in graphic design and facilitating the creation of well-structured content layouts. The platform's user-friendly interface and diverse design features played a pivotal role in enhancing the visual appeal and effectiveness of the content I produced. Additionally, I also took inspiration from other universities' IRO posts and sought advice from Universitas Ma Chung's marketing division, as they are more proficient in graphic design and content creation.

Facing challenges, particularly in design, hinders me in achieving the desired efficiency in my content creation process. While my linguistic and creative writing skills were reliable for crafting engaging content, I identified a need for improvement in design aspects.

The challenge of not having dedicated experts for content creation within the unit becomes more apparent when considering the unit's crucial need for a

strong social media presence. To navigate this gap, there's a continuous reliance on collaboration with the marketing department. However, this collaboration is not without its difficulties, especially as the marketing team isn't provided with extra incentives for the additional workload. This situation poses a genuine problem that requires careful consideration and a more sustainable solution.

The ongoing need for consultations with the marketing team reflects a structural issue within the unit. It highlights a dependency that hinders the unit's ability to independently manage its content creation and social media requirements. This dependence raises concerns about the unit's adaptability in the fast-paced realm of online engagement. Furthermore, the absence of dedicated resources within the unit adds to the complexity of the situation, pointing towards the necessity for a comprehensive solution.

The lack of extra incentives for the marketing team, despite their increased workload, is another layer to this challenge. It poses a question on the institution's approach to recognizing and compensating efforts beyond regular duties.

### **2.3.2 Lack of Journalistic Knowledge and Experts**

Throughout the course of my internship at Ma Chung's International Relations Office, one significant task involved the creation of a study abroad booklet. This project entailed compiling travel stories from alumni, current students, and lecturers. The intricate process required me to conduct interviews, extracting narratives from the interviewees and transforming them into coherent and engaging essays. However, my lack of background in journalism and a distinct absence of specific instructions on journalistic practices for the international relations field posed a difficult challenge. To overcome this, I leaned on my

existing communication skills and sought guidance from my supervisor and academic advisor.

As an English literature student, I found myself facing a unique set of challenges despite possessing adequate skills in spoken and written English communication. In an institutional setting, where precision and adherence to certain standards are important, my academic background could only help me in limited ways. While English literature students, like myself, were provided with opportunities to delve into topics of journalism during classes at Universitas Ma Chung, the material offered was understandably less comprehensive compared to what was available to individuals with a journalism background, as it was only sprinkled here and there as intermittent discussions, often tangential to the main class topics. The complexities of transforming interviews into compelling written pieces demanded a level of expertise that went beyond my literary skills. Recognizing the need for additional guidance, I often consulted with my supervisor and the marketing team, as well as sought advice from my academic advisor, using their insights to enhance the journalistic aspects of my work.

The International Relations Office faces a significant staffing challenge as it lacks staff, more specifically people with knowledge in the field of journalism. This deficiency becomes particularly evident when considering the increasing need for effective communication and storytelling when making articles. To navigate this gap, the unit is compelled to consistently consult with the marketing department. Unfortunately, the marketing unit, while playing a crucial role in aiding the international relations office, does not receive any extra incentives for taking on this additional responsibility. This staffing problem highlights the severe



understaffing issue within the international relations office, as it struggles to fulfill its needs without dedicated expertise.

The continuous consultations serve as a makeshift solution to compensate for this shortage but shines a light on a larger problem of inadequate staffing, impacting the unit's overall efficiency and capacity to meet its goals. The clear lack of dedicated resources within the international relations office, coupled with the absence of incentives for collaborating units, emphasizes the urgent need for a comprehensive staffing solution to ensure the office can effectively handle its journalism requirements.

### **2.3.3 Lack of Brand Identity, Presence, and Notability**

The International Relations Office at Universitas Ma Chung faces a significant challenge in the form of a lack of a distinctive and notable brand identity. Unlike other divisions, such as Ma Chung's library (@machung\_library on Instagram) that highlights their unique features, functions, and services while still maintaining consistency with the university's overarching brand, the International Relations Office do not have its own cohesive brand identity. As an intern, I became acutely aware of the impact that a clear brand identity and presence can have on the visibility and recognition of the unit. Despite the diverse range of activities and initiatives taken by the International Relations Office, the absence of a cohesive brand presence makes it hard to solidify a space in the university landscape, especially in terms of viewer outreach among Universitas Ma Chung students.

One of the primary repercussions of the lack of a defined brand presence is the struggle to establish notability. In a university setting where various

departments and student organizations coexist, having a recognizable brand becomes crucial for standing out and attracting attention. The International Relations Office engages in numerous partnerships, administrative processes, and collaborative initiatives; however, the absence of a consistent and recognizable brand dilutes the impact of these efforts. Notability is not merely about the quantity of social media content but also about how these contents are framed within a distinctive identity that resonates with the university community and beyond.

This challenge is particularly evident when it comes to content creation. Crafting engaging content that involves visual elements, tone, and style play pivotal roles, and these are elements that a robust brand identity can define. During my internship, I observed that the lack of a cohesive brand presence and identity posed challenges in designing content that would not only inform but also resonate with the audience. The content, despite its quality, struggled to leave a lasting impression due to the absence of a recognizable brand context.