

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

During my internship at Universitas Ma Chung Malang's International Relations Office, which started on September 1st, 2023, and concluded on November 30th, 2023, I played a supportive role in various internal operations. Responsibilities included drafting essential documents, managing international relations, social media engagement, and handling miscellaneous tasks like designing posters and creating newsletters.

Throughout these tasks, I strived to adapt to diverse responsibilities and contribute effectively to the International Relations Office. However, challenges emerged, particularly in the areas of social media marketing as well as content creation and journalism knowledge. My lack of content creation knowledge was addressed through practical solutions, such as utilizing design tools like Canva and seeking guidance from the marketing division. For the lack of journalistic knowledge, I have proposed hiring individuals with journalism backgrounds or allocating responsibilities to someone within the marketing division with prior knowledge of journalism.

In Ma Chung's International Relations Office's pursuit of internationalization and establishing partnerships, public relations, social media marketing and management, as well as content creation play pivotal roles. These aspects work hand in hand to facilitate effective communication of Ma Chung's values and initiatives on a global scale. Public relations cultivate trust and credibility, laying the foundation for positive international relationships. Meanwhile, social media marketing and

management provide dynamic platforms to connect with diverse audiences and extend the university's reach. Complemented by thoughtful content creation, these elements collaboratively serve to facilitate the growth of the International Relations Office on the global scale. This, in turn, enables the university to offer more opportunities for students and faculty members to engage in global experiences.

My internship at Universitas Ma Chung Malang provided valuable experiences and lessons. It is a suitable place for English Literature students seeking to enhance skills and knowledge learned within the study program as it ensures a more comprehensive and effective approach to copywriting, and by extension content creation, in a real-world setting.

5.2 Suggestions

During my internship, I encountered two distinct sets of challenges: issues within the institution (and consequently the IRO sub-division) and challenges stemming from my own lack of skills. These issues presented obstacles to the smooth execution of tasks and highlighted the need for strategic solutions to ensure a more effective and efficient work environment.

Addressing issues within the institution can be facilitated by hiring a full-time employee possessing the necessary skills. This individual would not only contribute to fulfilling their designated responsibilities but also play a crucial role in training and guiding new hires or interns with their expertise. This approach ensures a continuous transfer of knowledge within the organization, creating a supportive environment for skill development and growth. Additionally, the lack of brand identity can be resolved by assessing the IRO's unique features, creating a visually consistent brand presence across platforms (with clear guidelines) and reinforcing the established brand identity.

For challenges related to the lack of skills, implementing strategic solutions within the academic setting is essential. The English literature study program can consider introducing an elective class focused on journalism and content creation. Alternatively, establishing a project (like the academic and creative writing club done previously by the Language Faculty) dedicated to handling content creation and journalism projects would provide students with a platform to practice and gain real-world experiences. These initiatives empower students to proactively enhance their skills, bridging the gap between theoretical knowledge and practical application.