

# CHAPTER 1

## INTRODUCTION

### 1.1 Background

In the present era marked by rapid development, the world is experiencing an incredible transformation, where everything is becoming more sophisticated and interconnected. This transformation is primarily driven by technological advancements, which play a crucial role in overall development. According to Dufva and Dufva (2019) digital technologies have become omnipresent and integrated into our daily routines. Every aspect of society is now affected by the advancement of digital technology, bringing significant changes in the way we live, work, and interact with others.

In today's world, the advancement of digital technology has increased the convenience of everyday life. Digital technology allows us to access a ton of information through the internet. With the internet, we can access as much information as we want from various sources around the world. In just a few seconds, we can easily find whatever we need, whether it's the latest news, interesting facts, or other information. Digital technology increases efficiency and flexibility in communication. It enables us to connect, share stories, exchange information, and create online

groups or communities. Through text messages, instant messaging, video calls, and online communication platforms, we can communicate with people from all around the world easily. Furthermore, the development of smart applications and software has brought significant improvements to our daily lives, making them more efficient. Societies are growing increasingly reliant on digital technologies and infrastructure. Key sectors such as banking, electrical grid management, and personal information are progressively depending on digital networks and databases (Dufvah & Dufvah, 2019). The advancements in electronic media have impacted various aspects of life, including education. Educational institutions view the utilization of computers and the internet as an ideal means to improve the quality of education by making learning more relevant to real-life situations (Srivastava & Dey, 2018). Based on Haleem, Javaid, Qadri, and Suman (2022) digital technologies play a pivotal role in enhancing education by providing numerous benefits. It simplifies the task for educators to create instructional materials and introduce new approaches for collaborative learning, and it also provides a range of software and tools for making and developing presentations and projects. The implementation of an online classroom calendar provides effective planning support for students, and the use of projectors, computers, and other advanced technical equipment in the classroom makes learning more interesting and enjoyable for students. The use of social media as an educational tool has evolved significantly, with a considerable number of both teachers and students incorporating it as a fundamental component of the broader e-learning experience. Additionally, digital technology also has a significant impact

in the field of healthcare. According to Mitchell and Kan (2019), the World Health Organization has identified twelve key functions of digital technology in healthcare and is developing global guidelines for its use. These functions encompass providing accessible health information to everyone, supporting healthcare workers in the diagnosis and treatment of patients, maintaining verifiable health records, and providing operational information about the availability of drugs, financial aspects, and human resource management to health managers at all levels.

Digital technology has not only significantly impacted communication, healthcare, education, and daily life, but it has also made a huge impact in the business world. In today's business, technology is one of the main keys to development and growth. Magomedov, Murzaev, and Bagov (2020) stated that in today's economy, digital sector companies are at the forefront and serving as growth engines that contribute digital resources to the economy. The extensive adoption of digital technology has been widely used across all industrial sectors over the past decades. Whether a small startup or a large corporation, everyone is immersing themselves in the digital world to adapt, innovate, and broaden their business outreach. The digital transformation has become a crucial element in business development, helping companies to achieve higher levels of efficiency, productivity, and flexibility. The presence of digital technology enables companies to access global markets and efficiently operate. Companies use digital technology to manage data, optimize operational processes, and address various other needs. Electronic transactions and e-commerce

platforms allow us to buy and sell things more easily, enhancing efficiency. Social media platforms create new opportunities to effectively reach a global audience.

The role of digital technology has become very crucial and cannot be ignored, as it is significantly enhancing overall quality. However, there are still businesses that have not fully utilized the potential of digital technology optimally, and one such instance is at CV. Permadi Karya Mandiri, where I have the opportunity to do an internship program for two months. CV Permadi Karya Mandiri is one of the broiler chicken companies in Blitar that has been established since 1991. During the two-month internship as a content writer, I observed the lag in the use of digital technology in the company, which has led to several crucial issues. These include a reliance on the same group of customers and partners, as well as challenges in competing within an increasingly digitized market. This situation, in turn, causes limited opportunities for development, hindering the potential growth of the business.

## **1.2 The Objective of the Internship**

This internship aims to provide an opportunity for me to apply the skills and knowledge that I have gained and developed during the academic studies to the real business world. As an English literature student, the understanding of language and writing has been the main focus of my course, and this internship serves as the ideal platform to enhance the writing skills. The objectives of the

internship include not only the development of these skills but also the direct application in the daily work context, involving active participation in writing activities and collaboration with the team, with the hope of improving my ability to create quality content.

Additionally, this internship has a profound goal of providing insight and practical experience in the world of work, allowing me to deeply understand the dynamics of work, job demands, and interactions in a real professional environment. Thus, the objectives of my internship include the practical application of English literature knowledge, the development of writing skills, and a profound understanding of the professional work environment.

### **1.3 The Scope of the Report**

This internship report covers information regarding my activities as a content writer during the internship program. It provides a detailed explanation of the tasks and responsibilities undertaken throughout the internship period. The report will also provide a further understanding of the company where I conducted the internship, including its history, vision, mission, organizational structure and other relevant elements. Furthermore, this report discusses the problems encountered in the company, the solutions implemented to overcome these issues, and relevant theories within the field of content writing.

## **1.4 The Significant**

### **1.4.1 For the Intern**

Through this internship, I gained valuable real-world work experience and an understanding of how the industry operates, which helped me to prepare for my future career. Furthermore, through this internship, I was able to develop creative thinking and enhance teamwork as well as communication skills through collaboration with team members. I learned how to communicate the company's message through writing. By successfully completing the tasks and making a contribution to the company also boosted the confidence in my abilities.

### **1.4.2 For CV. Permadi Karya Mandiri**

Through this internship, I had the opportunity to assist a company that had not been using digital technology optimally, guiding them to start their digital journey. I helped introduce the company and its products and services in a more interesting and effective way in the digital world. Not only brought the company closer to its customers but also enabled greater connections with potential audiences in the online world. Furthermore, through this internship, the company will strengthen its image as an innovative and adaptive organization ready to progress further in the digital world.

### **1.4.3 For Universitas Ma Chung**

Through my contribution and what I have done and given to CV. Permadi Karya Mandiri, I has been able to show the university's positive image and enhance its reputation as an educational institution that produces quality students capable of working and making meaningful contributions in the real world. Applying the knowledge gained on campus has also highlighted the positive image and appeal of my study program, English Letters.

## **1.5 Operational Definition of the Key Terms**

### **1. Internship**

ChanLin and Hung (2015) stated that internship opportunities foster genuine learning experiences by providing chances to combine academic knowledge with hands-on practice within a particular context. According to Rowland (1994), an internship is the "deciding factor" for the majority of entry-level positions. The literature suggests six significant factors that predict the success of an internship. These factors comprise academic preparedness, proactivity or aggressiveness, a positive attitude, the quality of worksite supervision, organizational practices and policies, and compensation (Beard & Morton, 1998).

### **2. Copywriting**

According to Bisoyi, Barua, and Guha (2013), copywriting involves advertisers communicating product information to customers. Copywriting utilizes creative expression in

words or ideas, primarily aiming to sell products and establish brands. Copywriting plays a crucial role in disseminating information in advertising and holds a significant creative connection. Effectiveness in copywriting requires originality and engaging content to impact the purchasing decisions of a large audience.

### 3. Content Writing

Based on Kumar (2023), copywriting served as the primary means of communicating information to the audience. Content writing has been the method of generating content since the inception of communication. Content writing plays a crucial role in various industries, its significance being immense. The style of content writing may vary depending on the purpose, and along with the diverse writing approaches, the marketing strategies and optimization techniques employed may also differ.

### 4. Canva Application

Based on Utami and Djamdjuri (2021), Canva is a graphic design tool that enables the creation and publication of various content. With over 400 million designs produced for more than 10 million users across 179 countries, Canva is accessible in 100 languages and can be utilized on both desktop browsers and mobile applications. Gehred (2020) stated that Melanie Perkins, an Australian entrepreneur, created Canva in 2012. It serves as a versatile tool, catering to individuals ranging from entrepreneurs and educators to those aiming to establish a brand.



The platform provides an array of features, including photo filters, a vast library of images, free icons and shapes, and numerous fonts, accompanied by a diverse selection of templates. Upon completion of a design, users have the option to download it in various formats, such as JPEG, PNG, and PDF.

## 5. CapCut Application

According to Holisah, Atikah, and Rusdiyani (2023), CapCut has gained widespread popularity as a sophisticated video processing software, acknowledged for its advanced capabilities. This application, which is available on both Android devices and PCs, is user-friendly, making it particularly accessible for beginners in video editing. It boasts a range of compelling features and effects, and various templates significantly simplify the video editing process. Based on Aaltonen (2022), CapCut was developed by ByteDance, the same company responsible for TikTok. It incorporates fundamental video editing features such as trimming, adjusting playback speed, forwarding or rewinding, combining multiple clips, and incorporating images. Its popularity comes not only from its user-friendliness but also from its notable absence of watermarks and inclusion of exclusive features (Sakinah, 2022).