

ABSTRACT

Internship at Synergy Ultima Nobilus: The Challenges of Content Writing

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This report presents the challenges of content writing during the activities of the internship program at Synergy Ultima Nobilus, a management consulting company in Surabaya. The report highlights challenges in content writing within the fields of accounting, taxation, and finance. I was responsible for several projects, including translating their company profile into English, creating an engagement program, executing a personal branding project, and managing the company's Instagram content. Throughout the internship program, I encountered some problems related to vocabulary choices and trend research, such as 1) the difficulty in finding language suitable for the industry and 2) the challenges of social media trend research. To address these issues, I employed several strategies, including 1) using a nonexpert point of view to find better vocabulary choices, 2) acknowledging the needs of the audience, and 3) creating a content strategy and the use of research tools. The experience as an intern at Synergy Ultima Nobilus has provided me with the opportunity to gain more knowledge and insights as a content writer in new industry fields, specifically in accounting, taxation, and finance. In the end of this report, I also include a summary as well as suggestions for Synergy Ultima Nobilus.

Keywords: internship, content writer, copywriting, trend research, research tools