

# CHAPTER I

## INTRODUCTION

### 1.1 Background

One of the most important things that being emphasized to every individual is Education. Education gives a lot of benefits for oneself. Through education, they may develop both academic and non-academic skills through education. It is this development that can significantly assist them in advancing their career path.

In achieving the desired career path, it is imperative not only to engage in theoretical learning but also to acquire practical experience. One of the processes that can facilitate this endeavor is through internship programs. Internship programs afford extensive opportunities for final-year university students as well as recent graduates to immerse themselves in the actual professional work environment.

Universitas Ma Chung provides opportunities for students to gain working experience before graduation. For students in the English Literature program, we are afforded extensive opportunities to engage in internship programs. There are two specializations available for English Literature students, namely tourism and entrepreneurship. Currently, the writer has chosen the entrepreneurship specialization and is undergoing an internship program as a content writer and copywriter at a financial consultant company in Surabaya. Serving as a content writer and copywriter contributes to the enhancement of writing skills in English, particularly in the field of taxation.

According to Karunaratne and Perera (2019), the internship program's effectiveness is evaluated by the extent to which the participant acquires expertise in three key areas: academic skills, personal skills, and enterprise skills. They also explain each key areas which academic skills cover abilities such as applying theory in practical situations, conducting research, and proficiency in report writing and presentation. Personal skills involve inherent qualities like creativity, interpersonal skills, problem-solving, analytical skills, self-confidence, and the ability to exercise independent judgment. Lastly, enterprise skills encompass teamwork, adaptation to industry work culture, managerial skills, and adherence to social and ethical standards.

In conducting an internship program, students will be provided with a work contract that includes mutual agreements concerning the benefits for both the student and the company, as well as commitments toward the company. Subsequently, students will be guided to fulfill specific job descriptions. While performing tasks assigned by supervisors, students will be supervised, and upon completion, the work will be returned to the supervisor.

Students are not only having an experience in the work of professionals, but they also gain more connections from the company. Recruitment teams, having fostered connections throughout the educational trajectory, provide guidance to individuals in the early stages of their careers. Interns also form a network with business leaders who endorse and support their challenging opportunities, forming robust and enduring connections that last a lifetime (Bloch, 2022).

In this internship opportunity, I chose to gain experience working as a content writer at a management consulting company, Synergy Ultima Nobilus. I focused on developing the company's social media content. Nowadays, a growing number of individuals worldwide are increasingly relying on online services to discover products, entertainment, friendships, and romantic connections. This shift in consumer behavior has significantly altered the strategies that companies employ to market to both individuals and businesses (Chaffey & Ellis-Chadwick, 2019).

In order to adapt to changes in the market's behavior, companies need to alter their approach to customers. One effective method is through online marketing. To maintain the quality of the company's marketing, it is necessary to adopt an online approach with clients. Online marketing serves as a potent form of digital word-of-mouth. Clients or consumers often seek endorsements through customer reviews, influencer marketing, testimonials, and comments. Various other types of recommendations can also help brands or services in building trust with their audience. It is also advantageous for considering the audience interactions that require comprehension and supervision. It involves overseeing diverse aspects of a company's online presence, encompassing elements like company websites, mobile applications, and social media company pages (Chaffey & Ellis-Chadwick, 2019).

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

There are objectives of internship program that the writer has gained throughout the internship program. First, internship enables students to sharpen their skills and effectiveness in the workplace while enhancing their sense of responsibility. Second, internship also provides space for students to implement specific skills that have been developed. Third, students have the opportunity to experience a real-life working environment. Lastly, internship broadens alternative perspectives and provides new career opportunities for students.

## **1.3 The Significance**

The three parties involved are the writer, KJA Synergy Ultima Nobilus as the company partner, and English Letters study program.

### **For Student:**

The internship program has equipped the writer with several significances. Firstly, it has served as a platform for sharpening skills and enhancing effectiveness in the workplace. Additionally, the internship has provided a valuable space for the practical application of specific skills that have been developed during study. Moreover, the program has offered students the chance to immerse themselves in a real-life working environment. Lastly, the internship has opening up new career opportunities for the writer and fellow students.

### **For Company Partner:**

The company partner stands to gain several significances from the internship program, including the improvement of business qualities. This includes the chance to enhance various aspects of the business. Furthermore, the program offers the opportunity to get potential interns from different study programs. Additionally, engaging with interns provides the company partner with the chance to acquire human resources that possess a comprehensive understanding of the work processes.

### **For English Letter Study Program:**

The internship program holds significant implications for the English Letter Study Program in various aspects. Firstly, it opens up new fields for students who are contemplating further internships. Secondly, the program contributes to the enhancement of learning methods applicable to companies beyond the language industry, broadening the program's impact on

diverse professional domains. Lastly, the study program plays a crucial role in preparing students for the transition into the work of professional.

## **1.4 Operational Definitions of the Key Terms**

### **1. Content Writing**

According to Widenhouse (2021), writing content involves using words to convey relevant information, this is an element of "content." Its communication through prose is its main point of originality. Many writing styles are used in content writing. Content meets the requirements as long as it uses words to convey information that is beneficial, entertaining, or valuable. The focus is on providing information that engages readers or achieves a goal.

### **2. Translation**

Handling information needs resulting from linguistic differences can be addressed by translation. Translation has an intrinsic connection to many significant aspects of human life, such as health, business, economics, tourism, and education. Translation thus serves as a bridge that allows communication to occur between areas that are separated by linguistic boundaries (Pratiwi, 2023).

### **3. Copywriting**

Copywriting is the art of composing persuasive messages with the aim of selling. It involves translating the selling proposition into compelling ideas, generating themes, or constructing copy platforms for various campaigns in both print and digital media (Sabbir, 2018).

### **4. Social Media**

User-generated content is what keeps social media alive. The fuel are concept and user-generated content. The social media profile's personal information, the network connection you establish by "fanning," the uploaded YouTube video, the published tweet on Twitter, etc. (Obar and Wildman, 2015).

Social media provided an opportunity for youth to take advantage of the power of the internet and look for valuable information (Greenhow and Lewin, 2016)

### **5. Research Tools**

Research tools aid in decision-making, boost efficiency, and empower businesses to enhance their competitive edge in the market. These tools encompass various market research functionalities such as data analytics, social media tracking, competitor analysis, and predictive analytics. They furnish valuable insights into the target market, sales data, market trends, competitors, as well as potential risks and opportunities for businesses. Social media monitoring, for instance, enables marketing professionals to glean insights into the behaviors of their target audience (Indeed, 2023).