

CHAPTER V

CONCLUSION AND SUGGESTIONS

5.1 Conclusion

Education provided both academic and non-academic skills, becoming a cornerstone for individual growth. In order to achieve a desired career path, the importance of practical experience alongside theoretical learning was emphasized. Internship programs served as a valuable avenue for final-year university students and recent graduates to gain hands-on experience in a professional work environment, contributing significantly to their overall development. Universitas Ma Chung offered opportunities for students to experience the work of professionals, particularly in the English Literature Program. With two specializations available in English Letters for students, namely tourism and entrepreneurship, I was able to engage in an internship focused on entrepreneurship. I worked as a content writer and copywriter at a financial consultant company in Surabaya called Synergy Ultima Nobilus.

Karunaratne and Perera (2019) noted that internship success is measured by participants gaining expertise in academic, personal, and enterprise skills, covering theory application, research, communication, creativity, interpersonal abilities, problem-solving, analytical skills, self-confidence, independent judgment, teamwork, adaptation to industry culture, managerial proficiency, and ethical adherence. During the internship, interns received a work contract with mutual agreements and benefits, committing to specific job descriptions. They were supervised by mentors and submitted completed tasks to the supervisor. Interns gained both professional experience and valuable connections within the company. Recruitment teams provided early career guidance, and interns formed enduring networks with supportive business leaders (Bloch, 2022).

In this digital era, it is important for a business to start moving into digital marketing. The global reliance on online services has reshaped consumer behavior, prompting companies to adapt marketing strategies. Online marketing is essential for customer engagement, trust-building, and overseeing a comprehensive online presence (Chaffey & Ellis-Chadwick, 2019).

Synergy Management Consultant (SMC), a consultant management company founded in 1992 by two Surabaya University lecturers, provided various services in the fields of

accounting, taxation, and finance. In 2016, the company changed its name and offered management consultation services in accounting, psychology, and technology. Nowadays, they offer several services such as Bookkeeping services, Taxation services, Supervision Financial Statement services, Agreed Upon Procedure on Financial Report services, Compilation of Financial Statement services, Management Consultation services, Financial Consultation services, Technology-Based System and Design services, Factual Finding services, among others.

During a 4-month internship at Synergy Ultima Nobilus, I was entrusted with several projects, including the company profile project, Promoting Consultant and Internship program project, Personal Branding Project, and Instagram Content Project. Throughout the process of creating these projects, I also faced several challenges, such as the difficulty of finding and using the appropriate language for the targeted industry and searching for interesting and engaging trend research for social media audiences.

All solutions to each problem were outlined in Chapter IV of this report. The solution to the difficulty of finding and using the appropriate language for the industry was to position oneself as a non-expert who could consider different points of view. This was advantageous because I could choose vocabulary that was easily understood while still providing comprehensive and relevant information. Another solution was to seek reviews from colleagues and supervisors involved in the project. The main goal was to address the needs of the audience – how a company's social media could fulfill the needs and desires of the audience. The next issue was finding interesting and engaging trend research for social media audiences. Social media marketing was crucial in building a target market with high communication, facilitating the social media promotion process. To establish effective social media marketing, good content was essential. Research played a vital role during the content creation process, as it was important for analyzing clients, identifying competitors, and finding keywords suitable for content needs. Trends on social media changed rapidly, so to apply these trends to content, I spent time monitoring platforms such as Instagram, YouTube, and TikTok. To stay current with trends, a content strategy was necessary. Crafting an effective content strategy involved researching the audience, setting clear objectives, and establishing a consistent message and voice. In order to crafting an effective content writing, there are several tools that need to be used during the process of making the content. For

example, Ubersuggest, Hootsuite, ChatGPT, and canva. The goal was for the content to effectively communicate the services and value offered.

5.2 Suggestion

The internship opportunity provided many benefits and knowledge for me, especially in the fields of content marketing, content writing, copywriting, and learning a new field, namely accounting, taxation, and finance. This also opened up new opportunities for students, the company, and the English Letter Study Program of Universitas Ma Chung, creating numerous prospects in emerging industries.

Synergy Ultima Nobilus, a significant consultant management company serving hundreds of customers, was where I completed my internship program. With all the challenges and solutions experienced, I learned and grew significantly with Synergy. To continue progressing, I suggest that Synergy should continue developing its social media presence. Maintaining a consistent flow of content, as done in the past, was beneficial for maintaining communication and attracting more clients. Furthermore, I suggest improvements in the clarity of project expectations from supervisors. A well-defined and transparent guidance system was crucial to ensuring interns work collaboratively and receive adequate support. This, in turn, contributed to a more enriching and productive internship experience for both the interns and the company.