# CHAPTER 1

# INTRODUCTION

In this chapter, the writer depicts the background of the study, the objective of the study, the scope of the study, and the significance of the report.

## 1.1 Background

After graduating from a university student will be given several options to continue their education to the next stage, working or doing other things. And we took a course internship. Internship will show us the true reality in life work.

Internship will provide experience to students and application of subjects related to the subjects taught at the university. Generally, an internship consists of an exchange of services for experience between the student and an organization. Students can also use an internship to determine if they have an interest in a particular career, to create a network of contacts, or to gain school credit. Some interns find permanent, paid employment with the organizations for which they worked upon completion of the internship. This can be a significant benefit to the employer as experienced interns often need little or no training when they begin regular employment. Unlike a trainee program, employment at the completion of an internship is not guaranteed.

Students of Universitas Ma Chung especially of English Letters Study Program will be separated in two concentrations of learning at 4th semester. In English Department they do not only study linguistics, poetry or anything related with literature. but also learn about the entrepreneurship if taking the concentration of entrepreneurship for language students and if interested in the field of entrepreneurship and publishing. For

example, if a student likes to teach, they can do an internship in kindergarten or playgroup. Nowadays, a lot of companies need employees with good skill of working and have experience of working. Company needs candidates who could work professional and already know how to work in that field. With internship program, student would have experience of working. So, fresh graduate students already had a plus value when they want to apply a job.

Based on those reasons, the writer feels excited to do internship on her 8th semester.  So the writer do internships at Wave Literature Surabaya as talent scout, considering the writers take a entrepreneurship for language students concentration. This is publishing company which has collaboration with Webnovel Platform. So, the writer thought that this company can improve her speaking ability. She was doing her internship for six months. She learned how to talk with some authors with good communication and she want to know her capacity which skills that she needs to improve.

## 1.2 The Objective of Internship

Here are the objectives of internship programs:

1. To complete one of the requirements to finish studying in Universitas Ma Chung.

2. To provide a work experience to the students. After graduating, student is not only full of knowledge, but they also have experience of working.

3. To introduce student about working attitude, environment, people, and jobs.

4. To apply students' knowledge into the real world of working.

5. To exercise students how to evaluate a company through working there and make some plan for the company to be better

## 1.3 The Scope of the Report

The writer will write about her internship activities Talent Scout Agent. The report contains her daily activity, daily problem as far as her internship, and some solution to answer the problems. The company profile and its detail also attached in this report.

Although the writer did internship in publishing industry, but the writer discuss about quality of communication problem particularly in the needs of good communication in Wave Literature Surabaya. Here, the writer will add theory of communication, theory of publishing

## 1.4 The Significance of the Report

There is some significance having been obtained from the internship program. The significances are for the writer, the study program or the university, and for the company.

For the writer, this internship could improve student's knowledge and give her opportunity to implement her knowledge while studying in Universitas Ma Chung.

For the study program or the university, the internship report could be an input for lecturers on preparing teaching material for students. Lecturer will know the standard competence of students that shows on what kind of problem have been choosing in

student's internship. On the other hand, the other company will know the competence of students in Universitas Ma Chung.

For the company, the internship report of the writer will be useful for the company because it helps them to fix the problem for the sake of the company future.

## 1.5 Operational Definition of the Key Terms

There are some key terms used in this report, i.e.:

**Internship:** Internships is a professional activity and supervision in various scientific fields. Gault, Leach & Duey, (2010)

**Talent Scout:** A talent scout is an expert in a particular industry who finds and recruits talent. These could be people such as singers, musicians, actors, models, or professional athletes. Scouts can work for specific organizations. As part of a talent agency or university or contractor. Talent (either as a specialist or managers) possess organizational/professional-specific qualifications and knowledge, social and methodological competencies, and characteristics such as willingness to learn and achievement orientation (Bethke-Langenegger, 2012).

**Quality of Communication:** The ability to communicate effectively across cultures is essential. Communication must be enabled centrally information can flow unimpeded at all levels organization. Everyone has to understand the complexity communication within the organization (Terek, E., Glusac, D., Nikolic, M., Tasic, I., & Gligorovic B, 2015).

**Editorial Team**: An editorial team is a group of people who responsible to planning for coverage for the current and future days, problem solving, select the article or a story on the front page and check the accuracy and clarity of the story (Harrower, 2010).

**Publishing**: The industry of publishing, who is responsible to make authors gain recognition in the international community. (Huang, 2010, p. 34).