

ABSTRACT

Copywriting Strategies: How to Create Effective Advertisement
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This report describes the experiences of the internship program at Translation Transfer, a well-known translation service in Jember. It provides general information of Translation Transfer as well as the whole activities the writer has done during the internship program. Translation Transfer continued to encourage the writer to work on copywriting, translation projects, and client-seeking project. However, the writer found some problem during the internship. The problems are (1) confusion about the formulas, (2) communication barriers, (3) schedule inconsistency. As the solution, (1) there is no specific formula that works the best, it is based on the context of the needs, (2) by implementing reflection sessions and 5 elements of effective communication, the meetings can improve, (3) by making written rules and using tools to remind the agenda, will help improve the problem. Furthermore, Translation Transfer is a great place to start an internship since they are more than willing to share their knowledge and insight with openness.

Key Words: *Internship, Copywriting, Advertisement*