

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### 5.1. Conclusion

In this comprehensive report, it is evident that the internship at PKK M Translation Transfer has explored the elements of practical learning, learning into a transformative experience for the inters involved.

In summarizing the entirety of my internship experience, I find myself leaning towards a positive assessment, recognizing new knowledge and skills honed throughout the program. Nevertheless, it is important to acknowledge that certain aspects of the internship could be improved for an even better experience, as discussed by the challenges mentioned earlier.

Addressing the main concern of copywriting formulas. Each formula, with its set of advantages and drawbacks, prompts a thoughtful exploration into the quest for the "best" formula. This quest is undeniably contingent on numerous variables, encompassing the specific communication objectives, the intrinsic nature of the message to be conveyed, and the nuanced characteristics of the target audience.

Among the formulas discussed, the AIDA formula stands out as the mother of other formulas, earning acclaim for its originality. Its focus on Attention, Interest, Desire, and Action aligns seamlessly with the fundamental aspects of persuasive and compelling copywriting. Yet, it is important to underscore that the selection of a formula should not be based on to a one-size-

fits-all mentality; rather, it should be based on decision informed by the dynamics of the given context. It is why the other formulas such as FAB, ACCA, 4C, and PAS work as an adaptation depending on the contexts.

The root of the matter lies not just in identifying a formula but in its implementation within a specific setting. The aspects of any formula prove on how well it collab with the unique dynamics of the message and the characteristics of the audience. While AIDA emerges as a root of every formula, its true effectiveness lies in the adaptation to the distinct needs and preferences of the target audience.

This knowledge dives into the realm of copywriting underscores the importance of adaptability and contextual awareness. It implies that marketers and communicators should not merely grasp the theoretical of various formulas but should possess the skill to tailor and deploy them based on the specifics of the task at hand.

As the internship journey unfolds, it serves not only as a platform for personal and professional growth but also as a skill for refining strategies and approaches in the dynamic landscape of communication and marketing. The lessons learned during this period contribute not just to individual development but also to the broader continuous improvement within the professional environment.

## 5.2. Suggestion

To address the communication and schedule-related challenges faced during the internship, here are some suggested solutions:

- **Establish Clear Communication Channels:**

Create a designated communication platform, such as a shared online space or messaging application, where interns and staff can easily communicate and share updates.

Encourage open communication by fostering a supportive environment, where interns feel comfortable asking questions and seeking clarification.

- **Provide Detailed and Clear Instructions:**

Ensure that instructions for assignments are detailed and clear, leaving no room for ambiguity. This could include providing examples or additional resources to aid understanding.

Implement a system for interns to ask questions and seek clarification promptly, either through regular check-ins or a dedicated question-and-answer session.

- **Improve Agenda Communication:**

Create a standardized system for communicating the day's agenda in advance, perhaps through a shared calendar or a daily announcement at a specific time.

Consider implementing a notification system to alert interns of any sudden changes or cancellations in the schedule to avoid confusion.

- **Consistency in Meeting Timings:**

Commit to the commitment to starting and ending meetings on time.

Consistency in meeting timings helps interns plan their schedules effectively.

Set clear expectations regarding the importance of punctuality and adherence to agreed-upon timeframes during meetings.

- **Flexible Schedule Considerations:**

Recognize the diverse commitments of interns, such as part-time jobs or other responsibilities, and strive to accommodate these considerations in the schedule.

If there are unavoidable schedule changes, communicate them well in advance to allow interns to plan accordingly.

- **Feedback Mechanism:**

Make a feedback mechanism where interns can anonymously or openly provide feedback on the internship structure, communication practices, and schedule.

Use the feedback received to make continuous improvements and address specific concerns raised by interns.

- **Orientation and Onboarding:**

Conduct a thorough orientation and onboarding process at the beginning of the internship to familiarize interns with communication channels, expectations, and the overall structure of the program.

Provide ongoing support for interns during the initial phase of adjustment to ensure a smoother transition into the working environment.

Implementing these suggestions can contribute to a more streamlined and effective internship experience, fostering improved communication and addressing the challenges identified during the reflection on the internship journey.