CHAPTER IV
CONCLUSION

The Corporate Communication Department in Jawa Pos is an interesting and challenging place to have internship. Some aspects which make it interesting were meeting with clients, working with youngsters that have the same opinions, and gaining experiences for the writer. Other aspects which make it challenging were that being a copywriter and translator because those jobs were the additional jobs. So, the writer had to do it directly even though it was not mentioned in the short briefing before she did her internship.

There are many qualifications to improve the company image, such as being an attractive, communicative, humble and friendly public relation staff. In this case, public relation staff must have a good communication both in Bahasa Indonesia and English. This matters because public relation is the face of the company in front of public. Public relation has its responsibility to plan publicity strategies and campaigns.

The writer earned plenty of things during her internship such as improving communication skills, improving the writer’s creativity, improving the writer’s socialization skill. Those three things were very important for the writer because she did not work individually, instead she worked with some partners. So it was important for her to improve the communication skill in order to avoid misunderstanding during running the project.
During the internship, the writer also got other important lessons which are to be more confident in facing public, communicating in public and delivering presentation with good communication. Although the writer faced the difficulties during her internship, the writer got unforgettable and sweet memories. The writer must be discipline and on time because Jawa Pos always produced mass media every day. The writer believes that her internship will bring her for the better future in her job field soon.

In the writer’s opinion, Jawa Pos is a good place to conduct the internship because Jawa Pos offers variety of activities for the interns. The writer found it comfortable with the work place and her supervisor was very friendly and nice. People on other departments were also friendly as well the writer noticed it when she worked with people from Event division on Festival Cap Gomeh. In the end, the writer would like to recommend Jawa Pos as the place to pursue the internship for English Diploma students. The writer expected that there will be more English Diploma students in the future who would like to pursue their internship at Jawa Pos.