

CHAPTER IV

CONCLUSION

In this globalization era, communication has an important role for everyone. It can help people to improve their knowledge and share information about everything that happens in their surroundings. In the business world, good communication is important for a company. Therefore, the existence of Corporate Communication for a company considered essential and becomes a necessity.

Among many companies, *Jawa Pos* is one of the newspaper companies which have a Corporate Communication division. The writer was curious about the performance in the division. That is why, the writer was interested in conducting internship in *Jawa Pos*.

The writer did the internship as Corporate Communication staff in *Jawa Pos* started from 16 January until 16 February 2017. During the internship in *Jawa Pos*, the writer had received many useful experiences. The writer learned how to make a creative content and a great campaign presentation, and got to know the terms in the campaign. The writer also did hands on experience on how to make a good copywriting. Not only that, she also learned a lot about how to be a good Corporate Communication staff. She learned to improve her soft skills, such as discipline, optimism, integrity, communication, and socializing. In addition, from this internship, the writer can add connections in order to build stronger network.

In every job, there would be many problems to be faced, especially working in a big company such as *Jawa Pos*. As a Corporate Communication

staff, the main problem that occurred was when the writer made a campaign presentation and copywriting. She did not know well about the tasks because this is the first time for the writer. But, the writer could overcome the problems by communicating with the supervisor, Ms. Puspita. Through Ms. Puspita explanation and advice, the writer understood what is expected from the tasks. Besides, the writer also made use of the Internet for references.

In conclusion, in the working world, initiative and creativity are must-have skills. The writer should constantly search for new solutions when she got difficult tasks. Be curious and dare to ask. So, in this case, the writer could not rely on the supervisors to solve every problem even though she still did not really understand the tasks. Moreover, the English skill is also one of the most important things when having an internship in Corporate Communication division, especially speaking and writing skills.

On the other hand, this is the first time for Corporate Communication division of Jawa Pos to accepted interns. As the first intern in Corporate Communication division, the writer suggests that Corporate Communication staff can give opportunities for interns to apply and improve their skills that they get during study at college by involving interns in the programs. Besides, the writer also hopes that English Program Diploma Universitas Airlangga can build better networking with the company.