

## CHAPTER 3

### PROBLEMS IDENTIFICATION AND SOLUTION

#### 3.1 Problem Identification

During the internship program, what the writer is tasked with is one of the dimensions of customer bonding, namely awareness bonding. Awareness bonding can create consumer loyalty and buying interest but, what is done here is to ensure consumers are aware of and remember the brand or product (Kuspriyono & Nurelasari, 2018). The goal is for the product or company to be considered when consumers are ready to purchase. However, in reality, in the task as an intern, the writer has several obstacles. Some of the obstacles that the author faces are:

1. Creating a brochure is not easy. The writer's limited knowledge of using CorelDraw or Adobe Illustrator made the brochure design not optimal. The low product image resolution made the brochure background broken, so the results were not as expected.
2. When given the task to create a database of Cigarette Company data, the data given to the writer was jumbled, so the writer have to be careful that the data doesn't get swapped. The writer must also be able to communicate well with other employees to cross-check the data.
3. At first, the writer was confused in making an offer letter because there was no letter template used in the correspondence. This problem makes the writer not know

what kind of writing style is usually used by marketing staff in correspondence, so the writer makes it according to what he knows first, and later it is submitted to the supervisor for input.

4. Translating journals requires good English skills. The writer's lack of experience made it difficult to translate some of the vocabulary and scientific terms in the journal so that the translated sentences were sometimes not natural to read.

### **3.2 Problem Solution**

The ways to overcome the obstacles experienced by writers are as follows:

1. Learn Graphic Design

One of the digital fields that is in great demand by many companies is Graphic Design. Graphic design skills are needed to promote a product or service that the company wants to market. Examples of graphic design formats needed include logo creation, packaging design, brochures, billboard designs, flyers, and photo editing. By learning marketing graphic design can refer to the company's goals and intended target market, the writer can easily design a persuasive work with aesthetics. So that consumers who see it can feel the impact of the marketing strategy more when they are offered an excellent visual form.

2. Improve Interpersonal Skill

Interpersonal skills are one of the most needed soft skills today. Interpersonal skill is a person's ability and ability to effectively manage oneself in cooperating with others to complete a task or work together (Kader, 2021). In the world of work,

interpersonal skills can be associated with a person's ability to interact effectively with others and co-workers. Interpersonal skills will help the writer build relationships with colleagues, such as exchanging ideas, information, and skills. Effective communication allows tasks and work in the office to be completed better and faster.

### 3. Open To Criticism and Input

Ask colleagues or supervisors regarding constructive criticism and input, especially those related to workability. Getting criticism from others to assess the quality of work and skills at work can be a way to evaluate and improve skills.

### 4. Practice Translating Skills

One way to sharpen the writer's translating skills is to practice. By applying his translating skills to work, again and again, the writer will eventually become experts. The writer can also practice by helping colleagues who are struggling at work.

