

CHAPTER 4

BEST PRACTICES

Based on what is written in chapter three, it can be concluded that the world of work requires a good work ethic, individual abilities, and interpersonal skills.

The internship program that the writer has done for six months at PT. Pura Barutama Paper Mill 10 Units has many benefits that the writer gets. The writer's benefit from the internship is to feel the experience in the world of work. This experience is precious to get before stepping into the real world of work. The writer who has received theories in the classroom can try to practice what they learn directly. For example, the writer gets lessons on business letters in the Business Letter course and writes business letters correctly and appropriately. This course is helpful for the writer in making offer letters. Then the knowledge in the English-Indonesian translation course was applied by the writer while translating the journal.

Gained a lot of knowledge and experience in marketing, especially in the critical role of customer service to reach and maintain relationships with customers. Creating brochures and offer letters for business purposes makes writers more considerate so that the message to be conveyed is short, concise, and clear so that it fits the target market.

The writer also learned to use design applications to make brochures and translate journals as product knowledge to understand the product first before

marketing the product to consumers. The importance of product knowledge makes marketing activities run smoothly and more convincingly with the information provided to customers.

It was knowing the types and specifications of cigarette paper produced by the company. Previously, the writer did not know that cigarette paper had different specifications. Such as gramature, coresta unit, tensile strength, moisture content, and burn rate of the product customized to customer needs.

Gain a lot of knowledge and experience in interacting in a work environment. Hanging out with friends in college with colleagues at work is very different. In the world of work, no matter how intimate the writer is with friends in the office, there are limits to professionalism that must be maintained. For example, when the writer has a close friend from the same department, but when checking the work, the writer must still be objective and not just accept a report just because it is close personally.

The office is also a great place to learn how to deal with work. There are many different personalities, different points of view, and different ideas thrown around. In college, even though they are taught to be critical and have different opinions during discussions, the conditions are still different from those in the workplace. Therefore, learning to deal with differences when doing an internship can be an excellent exercise to face the real world of work. One of the benefits of an internship that the writer feels is learning other people's characters in the office. That way, the writer can know how to convey information effectively and minimize misunderstandings. This is very useful not only during the internship period but also for the provision of writers in the future.