

## CHAPTER 5

### RECOMMENDATION AND REFLECTION

#### 5.1. Self-Reflection

During the six-month internship, the writer gains knowledge and experience from the tasks carried out by the writer. Starting from making a brochure, then making an offer letter as the writer has learned in the Business Letter course. After that, create a database of cigarette company data from around the world, which will be contacted by other marketing staff. The writer also learned new things, such as the specifications of cigarette paper that the writer learned when cataloging samples. Knowing the differences in each type and specification of each cigarette paper affects several aspects of a cigarette, attracting the writer's curiosity to learn more about it. Based on the writer's experience, it is essential to have soft skills and intrapersonal skills in work. How to communicate with other co-workers, master product knowledge, plan before doing work to be more productive and time-efficient.

In addition, the writer also experienced direct work experience as a marketing staff in the customer service department. The writer is faced with existing problems to sharpen his problem-solving skills. The experience gained by this writer will be helpful for the writer in dealing with the real world of work.

#### 5.2. Recommendation for the Company and the Faculty

Based on the internship activities that the writer has followed for six months at PT. Pura Barutama Paper Mill 10 Unit, overall, it is good. The writer has been warmly welcomed and

allowed to learn within the company. However, the writer has some suggestions for companies to make the internship program even better:

- A more organized attendance system for interns. So that it can be clearly seen the punctuality of interns when they come and go from work.
- Improve better communication between staff and interns. For example, when an intern is given the task of making an offer letter, then after completing the task, the supervisor will check it for feedback. So that if there is an error can be directly revised by the intern.
- Produce new innovative products for customers. So far, Pura Group has always provided high-tech innovation products. Therefore PT. Pura Barutama Paper Mill 10 Unit can create new products, such as flavored cigarette paper. Due to the large number of electric cigarette users today, making tobacco cigarettes is abandoned. E-cigarette users like the variety of flavors available in e-cigarette liquids. By creating paper innovations with various flavors, it is hoped that public interest in tobacco cigarettes can rise again.

The suggestions given by the writer to Faculty of Language and Arts are as follows:

- The Faculty of Language and Arts is expected to make clear regulations so that the internship program can be turned into a thesis. Based on the writer's experience as an intern, internship programs at large companies are beneficial for students to prepare themselves for the world of work after graduation. The thesis can be taken from the project they did during the internship.
- The Faculty of Language and Arts is expected to clarify the rules and the internship system to be easy for students to understand in the future.

- The Faculty of Language and Arts is expected to increase the number of internship programs with big companies. So that students can choose which companies match their abilities.
- The Faculty of Language and Arts is expected to add courses on marketing strategy in the Englishpreneurship program.
- The Faculty of Language and Arts is expected to add courses that study business analysis.

