

## CHAPTER 5

### RECOMMENDATION AND REFLECTION

#### 5.1. Self-Reflection

During the six-month internship, the writer learned and obtained new knowledge and experiences from the tasks executed by the writer. The writer was able to implement the knowledge she received in the *Business Letter* course while making the offer letter and the knowledge she learned in *Media & Technology* class which helped her to create brochures. The writer learned about various specifications of stamping foil, window film and special printing film during her process of mastering the product knowledge.

Mastering product knowledge had been the key to the writer's positive progress during her internship program in PT. Pura Barutama. By learning more about the product knowledge, the writer were already in the hold of the main element of marketing process. Product knowledge had smoothen the overall marketing process carried out by the writer; starting from customer-searching, creating offer letter, determining and creating brochure concept and design, to arranging target customer database.

Aside from enhancing her hard skill and knowledge, the writer had the opportunity to develop her soft skills and learned how to be a competent marketing

sales support, which covers good communication skills both with the customer and with the marketing team. Based on the writer's experience, it is necessary to be proactive in the workforce, especially when working in a team. Having critical thinking and problem-solving skills come in handy as well in facing unexpected problems that occur during the work process.

In addition, by entering the workforce, the writer learned how to be professional in overcoming setbacks that often take place in the office. The writer found that the experiences she gained throughout the internship program at PT. Pura Barutama Indostamping Unit can equip her to be ready to face the real workforce.

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

Based on the internship activities that had been carried out by the writer for six months at PT. Pura Barutama Indostamping Unit, the writer found it very pleasant. The whole company had been very welcoming and gladly guided the writer to learn new experiences throughout the whole internship program. Nevertheless, the writer has some suggestions for PT. Pura Barutama that can be implemented to improve the internship program for the better in the future. They are:

- a. the company should provide a more fixed and clear agenda of the internship activities or matrix so that the internship program run by the interns becomes more effective, beneficial, and efficient from the beginning until the end,

- b. the company should provide an organized attendance system for interns from the start of the internship program until the end in order to make it easier for Human Resources staffs to check and follow up interns' monthly attendance and punctuality,
- c. the company should maintain, improve and produce new innovative products for the customers. In accordance with Pura's slogan, "Creating Value through Innovation", the writer hopes that PT. Pura Barutama Indostamping Unit continues to develop its products, especially cold stamping foil. By keep innovating and developing, Pura can open a new target market for product sales in the future.

Whereas, the suggestions given by the writer for the Faculty of Language and Arts are as follows:

- a. The Faculty of Language and Arts is expected to establish collaboration with other large-scale companies to increase the number of internship program opportunities provided for the students.
- b. The Faculty of Language and Arts is expected to improve and develop the structure of the internship final report in order for the interns to create more optimal report content by providing more technical and detailed discussion about entire process of the internship program. Furthermore, it can help interns to turn the projects they did during the internship into a thesis.
- c. The Faculty of Language and Arts is expected to add more marketing-related courses to Englishpreneurship's curriculum, namely the customer approach

course, which can be helpful for students who join internship programs in the future.

- d. The Faculty of Language and Arts is expected to take consideration to put internship program as a substitute for a thesis since it provides students with a better experiential learning system. It can prepare the students to be ready to enter the world of work.

