

# CHAPTER I

## INTRODUCTION

### 1.1 Background

During university education, learning advances to the stage of proving and implementing theories acquired in the classroom into real-world applications. The Internship course is mandatory for Visual Communication Design students at Multimedia Nusantara University. Rusidi (2006:3) supports this by stating that internships are essential for every student to complete in order to prepare themselves as well-rounded human resources ready for the workforce. Sumardiono (2014:116) further defines an internship as a learning process guided by an expert through real-world activities. The aim is to provide students with an understanding of the working world and problem-solving skills, particularly focusing on technical aspects. By participating in internships, students have the opportunity to gain valuable real-world work experience. In summary, an internship is training or practice designed to master specific skills under the supervision and guidance of an experienced instructor or supervisor.

The selection of Ou Creative as the internship destination place is due to the company's handling of a wide range of clients, both small and large in scale. Additionally, Ou Creative is a subsidiary from an umbrella company of Future Creative Network, specializing in advertising. Ou Creative itself focuses more on branding and design. It has previously participated in logo campaign, branding, and design for the Jakarta-Bandung High-Speed Train. The author's desire is to deepen design knowledge and skills at the internship site with the hope of gaining professional experience, lessons, and problem-solving approaches. The author also aims to build good relationships with the studio and the individuals working within the company.

## **1.2 Purpose and Objectives of Internship**

The author's main objective and aim commencing the internship work is to fulfill the graduation requirement by finishing and completing the internship course, and meeting the academic requirement for obtaining a Bachelor's degree in Design from Multimedia Nusantara University. In addition to the primary objective, the author also wishes to apply the acquired knowledge and design theories from the campus to real-work contexts, also broaden the author's horizons by acquiring new knowledge and experiences not available within the university settings.

## **1.3 Description of the Internship Timeframe and Procedure**

In internship implementation, the timeframe and procedures need to be explained in detailed and organized manner from the beginning to the end of the internship at Ou Creative. These are outlined as follows:

### **1.3.1 The Implementation Time of Internship**

The internship period undertaken by the author, as specified in the provided employment contract, is for 4 months, starting from February 12, 2024 until June 12, 2024. According to the terms of the contract, the author is informed of the working hours and days, which are Monday to Friday, starting from 10:00 AM until 06:00 PM, and the internship is conducted on-site (Work from Office).

### **1.3.2 The Procedure for Implementing Internship**

The internship implementation process initiates with the author submitting applications to multiple companies and providing details on the Magang Merdeka website. Concurrently, the author dispatches cover letters, CVs, and portfolios to the firms listed on the Magang Merdeka platform. On January 17, 2024, the author applied for the Graphic Design Intern position at Ou Creative. Subsequently, on January 18, 2024, the Human Resource Department reached out to schedule an interview for January 22, 2024. During the interview, both Heads of Design posed questions regarding the

author's prior work experiences, completed projects, and logistical details like commuting distance from the author's current residence.

Following the interview, on January 30, 2024, the Human Resource Department emailed an employment contract to the author, requiring their signature as a formal agreement to commence the internship with Ou Creative. The subsequent day, January 31, 2024, another email from the Human Resource Department conveyed details about the internship's start date, slated for February 12, 2024. On February 12, 2024, the author reported to the office located at Rukan Permata Senayan, Block D19, as indicated in the email, marking the initiation of their internship at Ou Creative.

