

**Internship Report Presented to**  
**Undergraduate Program in Communication Studies**  
**LSPR Institute of Communication & Business**

**Internship at**

**Company name**

Submitted by :

Name :

NIM :

Major :

Class :

In Partial Fulfilment of the Requirements for the  
Bachelor Degree in **Communication Studies**



**Jakarta**

**2023**

## **ABSTRACT**

**LSPR Institute of Communication & Business**

**Name :**

**NIM :**

**Internship Location :**

**Position :**

## **ACKNOWLEDGEMENT**

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## **PART I**

### **INTRODUCTION**

Definition of Internship, importance of Internship based on student's actual experience – This explains specific benefits and importance of the Internship based on your own experiences. Statement of internship location and duration (2 – 3 pages).

#### **1.1 Definition of Internship**

#### **1.2 The Importance and Benefit of Internship**

#### **1.3 Internship Location and Duration**

## **PART II**

### **COMPANY PROFILE**

It includes company profile, description of their training program, company's vision, mission, achievements and other relevant information (3 – 4 pages).

#### **2.1 Company Profile**

#### **2.2 Vision & Mission**

##### **2.2.1 Vision**

##### **2.2.2 Mission**

#### **2.3 Achievements**

#### **2.4 Description of Internship Program**



**PART III**  
**ASSESSMENT OF THE INTERNSHIP**

(10 – 15 Pages)

**3.1 Supervision**

This refers to the description of the training program executed by the company. An explanation on how the supervisors and other employees provide assistance to interns.

Overall this shows the comprehensive analysis on the coaching and mentoring approach from the supervisor/s.

**3.2 Activities**

This refers to the duties and responsibilities of the intern. A clear statement of the actual work assignment given to the intern which normally consists of a series of job assignments given by the superiors.

Overall, **a comprehensive analysis on every subject** of Internship in Communication that students choose to utilise in the daily work of an intern.

### **3.2.1. Implementation of Integrated Marketing Communication II :**

#### **Practical Approach**

### **3.2.2. Implementation of Strategic Branding II : Practical Approach**

### **3.2.3. Implementation of Digital Content Production**

### **3.2.4. Implementation of Digital Startup Growth Strategy**

### **3.2.5. Implementation of Creativity & Innovation for Events**

### **3.2.6. Implementation of Leadership Decision Making Strategies**

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### **3.2.8. Implementation of Managing Event Promotion & Sponsorship**

### **3.2.9. Implementation of Commercial Copywriting**

### **3.2.10. Implementation of Handling Media & Public Figures**

## **3.3 Obstacles**

It is important to students to know that obstacles and difficulties are expected in any workplace. Interns must identify and explain specific obstacles and problems encountered during the internship with the host company. This will also include a statement on how the intern copes and overcome the said obstacles and difficulties.

### **3.4 Evaluation**

This provides information on student's overall satisfaction on the internship programme provided by the company.

**PART IV**  
**CONCLUSION AND RECOMMENDATION**

(1 – 2 Pages)

**4.1 Conclusion**

Overall conclusion for your internship program.

**4.2 Recommendation**

Do you recommend the company to be the next host company for your junior?

## **ATTACHMENT**

1. Certification or letter of internship completion (**issued by the host company**).
2. Sample of work output with supervisor's signature (**at least 5 copies**).
3. Intern's Photo in the workplace (**at least 4 photos**) and write a caption for each photo – Please ensure to include one photo with supervisor and student wearing LSPR varsity / jacket.