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

LSPR
The Leading Graduate School of
Communication & Business

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 Writing for Public Relations II: Narration, Stories, Web, Blog, Social Media & Production

3.2.2. Implementation of Public Relations Strategic Planning 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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3.2.10. 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.