



**President University
Internship Report at**



SOYAKA AI (Shox Fashion Indonesia)

Larasati Isti Prabaningrum

Business Administration – Retail Business

015201600060

December 2019

LETTER OF COMPLETION



PT. SOYAKA CERDAS KAYA

Wewak Noble House II, 30, Jalan Dr. Ide Anak Agung Gde Agung Kav. E 4/2 No. 2, RT.5/RW.2, Kuningan, Kuningan Tim, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12950

☎ contact@soyakaa.com ☎ 0813-8322-7417

SURAT KETERANGAN

No. : HR/087/2019

Yang bertanda tangan dibawah ini:

Nama : Nifa Andriani
Jabatan : HR Generalist
Perusahaan : PT Soyaka Cerdas Kaya

Menyatakan bahwa:

Nama : Larasati Isti Prabaningrum
Universitas : President University, jurusan Business Administration

Adalah benar merupakan peserta magang di **PT SOYAKA CERDAS KAYA (Shox Fashion Indonesia)** sejak tanggal **19 Agustus 2019** sampai dengan tanggal **31 December 2019** dengan jabatan terakhir sebagai **Merchandising Intern**.

Sdr. Larasati Isti Prabaningrum telah menjalankan tugas dan tanggung jawabnya dengan baik dan atas nama management mengucapkan terima kasih atas dedikasi, dukungan dan kerja samanya yang telah diberikan selama bekerja di **PT SOYAKA CERDAS KAYA (Shox Fashion Indonesia)**.

Demikian surat keterangan ini dikeluarkan agar dapat dipergunakan sebagaimana mestinya.

Jakarta, 31 Desember 2019
Hormat kami,

Nifa Andriani
HR Generalist

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PREFACE

First of all, I would like to deliver my deepest gratitude to God for always being along with me. Many thanks especially to my family and friends for their constant patiences, guidances, and helps from the start until the end of my internship program. Also thanks to my Internship Mentor, Mr. Ihsan Hadiansah, for being helpful and always giving meaningful advises. Lastly, I would like to express my gratitude to all of my seniors in the office (Ms. Febby, Ms. Lisa, Ms. Tyana, Ms. Mita, Ms. Debby, Ms. Nadia, Ms. Afta and etc), especially my supervisor, Ms. Rayi Pasca, for always helped me in hard situations and gave much of things to learn about working environment. I would like say thank you as well to my intern partner, Prames

CHAPTER I

INTRODUCTION

I. 1. Background and Purpose

Nowadays, companies need a new and qualified fresh graduate who understand very well about their own areas that in line with their study. However, many graduates are not ready for the real working life after they graduate from university. To solve this problem, many universities including President University start to implement internship program for their final student.

The vision of the President University is to become a world-class university, planning pioneers in their fields of expertise. The main objective is to teach a suitable future to improve human quality by creating work that is done after working on good manners and intelligence. The position of the program while the rector is a way for college students who have a real understanding of participating in a particular section of society sectors. Students who have achieved initial positions at the level of the program are therefore asked to be cautious, focused and to show their best possible commitment to the public.

Understanding the program that faces an entry-level mindset is not only willing to be aggressive when looking for work, it is also expected to be reliable and versatile for the workplace during the study period. In addition, one day you will meet and manage a large number of people instead of those who are in the background of the actual work in that direction, and the introduction of a level position will be one of many methods to build the knowledge of the students and to develop.

I. 2. Objectives

The internship program is to purpose is to prepare the final year student to learn about the real work environment in the industry that they learn in the university.

Hopefully after the internship program the students will get job or after graduation the opportunity to get job is higher because they already have working experience.

I. 3. Benefit

During my internship program I got many things to learn from the theoretical to the practical. There are the things that I get during my internship:

I. 3. 1. Get more new skills

Beside knowledge it's important to have skills in your works. As in merchandising division accuracy is really need, which I'm not really capable when I'm study in university. Beside that I also learn another skills and improve my skills, such as multitasking, communication, team work, and many more.

I. 3. 2. Get a lot of connections

Internship is also a big opportunity to expanse your relation because you will work with new people and new environment. Shox Fashion Indonesia is a start up company, most of the employees are around my age and I work with people from different background with me.

I. 3. 3. Improve personal development

Beside improving my skill, the personal development here is character. During the internship we meet something new to learn and many types of people that will affect to our character development.

I. 3. 4. Possibly to earn money

An internship is also a simulation of work and sometime it can be paid or not. By having this student will understand how to get money.

I. 3. 5. Get new experiences

Having this internship program is beneficial for the students because this internship can be counted as work experience. People with experience have a higher possibility to be accepted than the one without experience.

I. 3. 6. Be able to experience a prospective career path

Many students pick their major randomly without any clear purpose. That's why sometimes many of us feel lost and don't have any idea what we will do after we graduate. This internship program helps us to know what we will be on in the future and for some

CHAPTER II

COMPANY PROFILE

II.1. History of the Company

Shox Fashion Indonesia created to become the first destination for seamless shopping experience that can help people to discover unexpected and undiscovered trends while user can shop immediately from various retailers with varied range of price. The Headquarter of Shox is located in Singapore and the Artificial Intelligence Lab is in China. Shox Fashion Indonesia was founded in January 2019.

II.2. Vision and Mission

The Vision of Shox Fashion Indonesia: “To be earth’s most user friendly platform where customer can search ad discover products and experience the inspiration of shopping effortlessly.”

The Mission of Shox Fashion Indonesia: “To serve humanity and improve the quality of everyday life by making AI universally accessible.”

II.3. Organizational Chart

Figure 2.1 Organizational Chart

II.4. Core Organization Activities

Shox Fashion Indonesia is social commerce company that produces an application focusing on fashion using artificial intelligence technology to fulfill user’s needs in the fashion industry. The user can buy some products from different retailers at the same time.

II.5. Product and Service

Shox Fashion Indonesia provides an application that can give the recommendation about fashion and let user find the similar item they are looking for from several retailers with varying price range. Nowadays Shox Fashion Indonesia also provide inspiring content that produce by the internal. Later on, in the app users also can post what they want to post.

II.6. Review on the organization growth and trend

In line with the growth of E-commerce in Indonesia, the growth of Shox Fashion Indonesia is increasing slowly but sure. More customer purchase the products from the app. Because Shox Fashion Indonesia is help our customer to purchase product from different retailers at the same time.

CHAPTER III

INTERNSHIP ACTIVITIES

III.1. Forework

I was accepted for my internship in Shox Fashion Indonesia which located in WeWork Noble House, Jalan Dr.Ide Anak Agung Gde Agung no 2 Kav. E 4.2, RT.5/RW.2, Kuningan, Kuningan Timur, Kecamatan Setiabudi, Kota Jakarta Selatan, Daerah Khusus Ibukota Jakarta 12950. In this place, intern was placed as Merchandiser Intern and supervised by Ms. Rayi Pasca Febriyani. The following is the interns' main schedule during the internship period:

Internship period : 19th August 2019 – 31st December 2019
Working hours : 10:00 am to 19:00 pm (8 hours)
Department : Merchandising
Supervisor : Ms. Rayi Pasca Febriyani

III.2. Job Description

During my fourth months internship in Shox Fashion Indonesia, I was assigned to:

III. 2. 1. Populate Product

In Shox Fashion Indonesia, the merchandiser is quite different with other merchandising division in other company. Because in Shox Fashion Indonesia, the merchandising is more digitalized. So we have many photos from our KOL and we need to find similar product from four different retailers that have been work together with Shox Fashion Indonesia. The commond retailers that we used are Zalora, Shopee, Zilingo and Tokopedia.

III. 2. 2. Migrating Product

After the product has been populate in Airtable, merchandising division need to migrate the looks to Content Manangement System (CMS). In CMS

merchandising division not only migrate the looks but we also need give the title of the looks, give hashtag that related with the style, pick the right style of the looks and short description of the looks.

III. 2. 3. Quality Checking of Existing and New Listing

After migrating the looks the looks will be have status. The status could be complete, incomplete and unsynchronized. Complete means all product is available in the retailers. Incomplete means the products is not available in the retailers. Unsynchronized means there is a product that might be sold out or not available. For incomplete I need to find another similar product that ready stock. For unsynchronized, I need to rescrape first, after the real status is shown I can do what is needed. But after get some complain from customer that our recommendation product is not similar enough, I need to check all listing with all statuses to check the similarity, hashtag and others.

III. 2. 4. Populate and Migrate Video to Shox Youtube Account and App

Shox Fashion Indonesia is changing the concept not only focusing in shopable listing but also more inspiring content like pinterest. That's why the company trying to hired more video maker that we called Shox Funsquad. The video that they have been submit to us, I need to populate and upload to Shox Youtube account and the App of Shox. Not only that I also need to write caption of the video.

III. 2. 5. Populate and Migrate Picture to Shox App

Like I said before Shox not only focused on shopable listing but also inspiring content. That's why I need to search pictures and upload in the app with inspiring caption and clickbait title.

CHAPTER IV
PERSONAL RESULTS/EVALUATION/POINTS
LEARNED

IV. 1 Was the internship worthwhile?

Yes because I got so many things that I learned both theoretical and practical. I also able to know about working environment and learn how to adapt with it. I also can know the real work ethic that I have learn before. This internship also open up my mind about what career path I might to take later on.

IV. 2 Did internship help gain better understanding about the theory and how it can be implemented in the real world?

Yes, but the merchandising subject that I learn in the class is quite different with what I did in the internship. Because merchandising in Shox Fashion Indonesia is more digitalized meanwhile what I learn in class is more merchandising for physical store. Only few theories that can be apply because when you on the field the condition is really different, so you need to adjust the theory, so it can be implement.

IV. 3 Did the internship help gain better comprehension about the industry?

Yes, this internship is make me understand that E-commerce not all about sales, but there are many others things to learn such as following the trend that needs many adaptation. Shox Fashion Indonesia is very new in the industry so I learn many this beside merchandising. I also learn about how to manage content for the app and also social media. Basically I learn more about how to attract the customers.

IV. 4 What technical knowledge, new theory/approach/method, or skills was absorbed during the internship?

Since I'm in merchandising division, Microsoft skill is very needed to managed the content that I already did. Merchandising division has the most employees in the company, to communicate well, communication skill is very important.

IV. 5 Was the internship helpful for the students to learn better about the personal strength and weakness and how it can affect the personal development of the students?

Yes, from this internship I learn a lot of things that make myself more better. I learn about responsibility, discipline, and accuracy. As an intern I have a responsibility to check a lot of data. From this internship I more discipline in time and more thoroughly in doing a job.

IV. 6 How did internship benefit the student's personal growth?

I become more discipline in managing a time, because in this internship I should done my work on time. Also I more thoroughly in doing anything, when internship I have to done my job with minimum error, because when I did something wrong the customer might be recognized my mistake and they will complain about that. And last, my speed on work. In the real work place, I cannot do something slowly, everything is should be done very fast because I have target to achieve everyday.

IV. 7 How did internship affect the student's future career plan?

It will affect because the student knows have practical knowledge about the work field, since the student already learn the theory one in university. From this internship, I have so much work experience. It makes me more known about

the real work. Also I more know what kind of industry and division department that I will choose for my next career.

CHAPTER V

RECOMMENDATION

V. 1 Conclusion

Shox Fashion Indonesia already give me good opportunity to fill my internship. I understand more about the industry, about career on digital merchandising and about other division also. Beside that I also able to experience the vibe of working environment.

V. 2 Recommendations

V.2.1 For the Company

In my opinion I am satisfy with this company. Shox Fashion Indonesia is a responsive and fast in adapting to the trends and demands. However, there are no clear employee's job description so all employees should be able to do other's task even though it is not their main job. Will be better if Shox Fashion Indonesia make a better and clear job description so there will be no mix job.

V.2.2 For the For President University

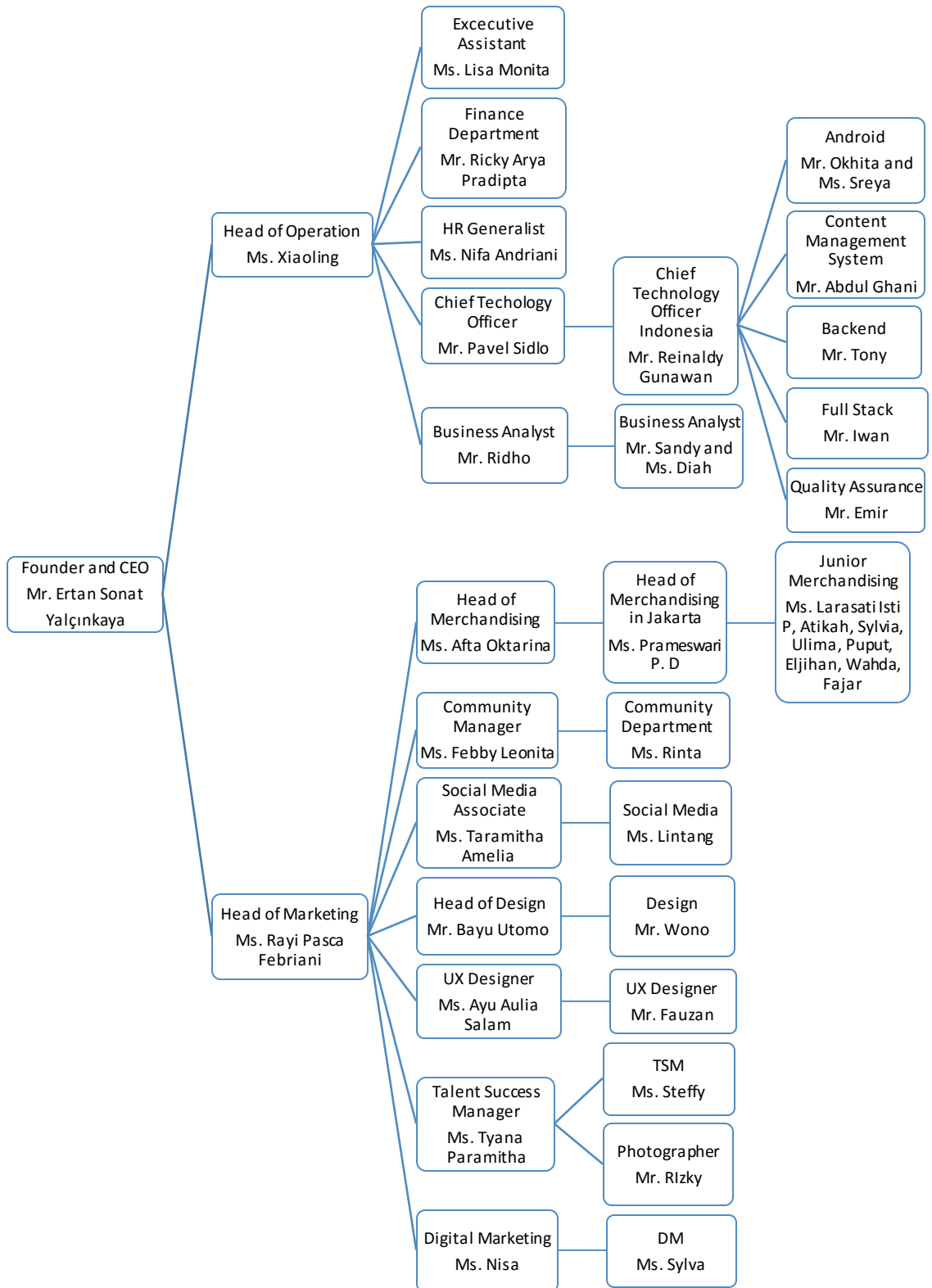
There are problems for Business Administration 2016 students during internship and thesis semester where we should doing our internship at May-August or Septermber-December. But, because we still have Business Simulation class that took one month, it caused we should do the internship and thesis at the same time. It is a little bit difficult to manage the time. So it will be better if academic, Internship Career Center (ICC), and head of study program to create a more structured plan for this.

For ICC I have a recommendation which is to give more internship vacancies in retail business. ICC used to sent the student email about internship vacancies by email but only few email that provide internship vacancies for

retail business study program. Will be better if ICC share the vacancies that in line with the study program.

APPENDICES

Figure 2.1 Organizational Chart



Activities During the Internship



Team Bonding to DUFAN



Birthday Celebration



Form No	ICC/06/INT/ICF/2011
Revision	03
Form Title	Internship Agreement



INTERNSHIP AGREEMENT

A. Student Personal Details

Full Name	: Larasati Isti Prabaningram
Study Program	: Business Administration
Student ID	: 015201600060
Concentration	: Retail Business
Mobile Phone Number	: 081317035340
Current Address	: Jl. Puspita XII Q/13 Perumahan Mekar Indah
Email Address	: larasatiisti_koto@yahoo.co.id
Home Number	: 081213431649

B. Organization Information

Organization/Company's Name	: Shox Fashion Indonesia
Type of Industry	: Fashion Social Commerce
Office Phone Number	: 081218884831
Fax Number	:
Address	: Wework Noble House lt 30 N0. 2 Jalan Dr. Ide Anak Agung Gde Agung Kav. E 42 RT. 5/Rw. 2, Kuningan, Kuningan Timur, Kota Jakarta Selatan, Daerah Khusus Ibu Kota Jakarta, 12950
Website Address	: https://www.shoxfashion.com/
Country Representative	: Indonesia

C. Internship Coordinator

Please state the contact person who is responsible for coordinating internship program in the organization/company that hires the intern.

Name	: Rayi Pasca Febriyani
Department	: Marketing
Position	: Head of Marketing
Office Phone Number	:
Mobile Phone Number	: 081212204905
Email Address	: rayi@soyakaai.com



Form No	ICC/06/INT/ICF/2011
Revision	03
Form Title	Internship Agreement



D. Internship Placement

Department	: Merchandising
Work Hours per day	: 8 Hour/Day
Internship Duration	: 20 Weeks
Starting Date	: 2019-08-19
Finishing Date	: 2019-12-31
Name of Immediate Supervisor	: Rayi Pasca Febriyani
Supervisor Job Title	: Head of Marketing
Supervisor office number	: 081212204905
Supervisor email address	: rayi@soyakaai.com

E. Internship Entitlement

- Monthly Allowance

This form is the agreement made among the three parties, which are the institution, intern, and President University for the internship cooperation during the specified period. By signing this form, each party agrees on the terms and conditions which may affect the internship as stipulated by the institution and/or President University. Any information obtained as the result of the internship shall be regarded as confidential which can only be issue to the public upon the consent and acknowledgement from the respective institution and/or President University.

On-Site Supervisor	Intern	Acknowledged by,
		
Signed and duly stamped		Internship and Career Center
Name : Rayi Pasca Febriyani	Name : Larasati Isti Prabaningrum	Name :
Date : Sep 17 th , 2019	Date : Sep 17 th , 2019	Date :



Form No	ICC/03/INT/BWR/2011
Form Title	Internship Monthly Progress Report

Name	: Larasati Isti Prabaningrum
Company's Name	: Shox Fashion Indonesia
Supervisor's Name and Title	: Rayi Pasca Febriyani
Department	: Merchandising
Working Hours	: 8 Hour/Day
Report Period	: 2019-08-19 - 2019-09-30

A. Describe your principal assignments, responsibilities, for the past One Month

- Populated new products for looks
- Migrated looks that have been populated before, so can appear in the application
- From 19th August until 30 August, the targeted of Migrate is 60 looks per day. From 5th September - Present the target of migrating looks is 50 looks per day.

B. Describe important aspects of the work where you learned significant knowledge, skills, or personal development

- I learn how to be faster at work but also accurate while choosing the product
- I learn how to be fair with my other teammates because my intern place is growing more in Yogyakarta. Some of my department friends work there and we have to communicate well when we want to migrate the looks, so there will be double upload
- I learn how to adapt to a new environment. I am an introvert people, I am trying very hard so I can be adapt to a new environment surrounded by new personalities of people.

C. Describe problems or challenges encountered during the One Month and how you resolved/minimized them

My first day was very challenges because on that day I came late to the office. That happened because there was a miscommunication between me and my supervisor. In my offer letter, the address stated was in the old office meanwhile the office has been moved to the new address. I feel very embarrassed because when I was in still come to campus or in the school before for study I was very rare to come late to the class. I said sorry to my supervisor because I didn't make sure to her the right address. My supervisor also said sorry to me because she forgot to tell me the changes in the address.


In my first week, I am trying to know better my coworkers by trying to be more close to them by joining them for lunch or even just buy food for lunch. My coworkers are very friendly and care to a new employee like me.

In my second week I made some mistakes for my work, the first mistake I upload in the wrong email. The second I put wrong product in my work (the looks are showing a girl using heels but I put slippers on the product). The third was I put a different color for the product that I populated. Basically I the mistakes because I was in a hurry to catch up on the target so I was not careful. First thing first I said sorry to my supervisor and I change the product and the looks that I have migrated before.


In the third week, I came late to the office because of the heavy traffic on my way to the office. I am late 15 minutes but I feel very guilty because I am late to come to the office. Usually, I did not come late to the office but that day the traffic was very bad. The next day, I leave my house earlier so I did not come late anymore.

In the last 3 weeks, the populated number of looks are very few and I have to share the looks with my other coworkers that also have the same job description with me. So I have a hard time to catch up with the target that has been set. To make me can the target every day, I reinstall my laptop so my laptop faster and I set how many looks I have to migrate in an hour.

Submitted by


Larasati USB P
Name of intern
Date: 17/11/19

Read and acknowledged by


Sidiq
On Site Supervisor
Duly Stamped
Date: 17/11/19



Form No	ICC/03/INT/BWR/2011
Form Title	Internship Monthly Progress Report

Name	: Larasati Isti Prabaningrum
Company's Name	: Shox Fashion Indonesia
Supervisor's Name and Title	: Rayi Pasca Febriyani
Department	: Merchandising
Working Hours	: 8 Hour/Day
Report Period	: 2019-10-01 - 2019-10-31

- A. Describe your principal assignments, responsibilities, for the past One Month**
- a. Migrate new listing with target 60 per Day
 - b. Quality Checking of Existing Listing with target 65 per day
 - c. Populate Video for a new concept of Shox with target 70 videos per day
 - d. Upload Video to Youtube with no target according to the Youtube (will be more explained below)
 - e. Daily active listing progress, I have to make the record of listings that have been up in the app every hour from 10 am – 6 pm. The records that I need report are total looks, active looks, incomplete looks, and active products in the app.
- B. Describe important aspects of the work where you learned significant knowledge, skills, or personal development**
- a. I learn how to find new decisions in a short time but will be work in the business. Shox found out there is a competitor called Storie. Storie has the same concept as Shox but they run their business more into Beauty meanwhile Shox more into Fashion. But the growth of Storie is faster than Shox. Because of that Shox realize that the target market in Indonesia prefers an app that has "Fun Content". Because the target market of Shox is more young to early adult women with low to medium economy class, but the picture that Shox used present that Shox is a premium app, meanwhile Storie provides more Fun Content that can be enjoyed by the target market in Indonesia. Because of that Shox more provide the product with the lower price and give more tips and trick content in the app.
 - b. I learn how to work faster but more conscientious because I have a target that I need to achieve every day.
- C. Describe problems or challenges encountered during the One Month and how you resolved/minimized them**
- a. The website that I frequently used to give watermark to the video that has been made by the content maker usually crash and make my work speed is decreasing. While waiting for the website to become stable again, I populate more videos that has been made by the content maker.

Submitted by

Larasati Isti P

Name of Intern

Date: 12/12/19

Read and acknowledged by

On Site Supervisor

Duly Stamped

Date: 12/12/19



Form No	ICC/03/INT/BWR/2011
Form Title	Internship Monthly Progress Report

Name : Larasati Isti Prubaningrum
Company's Name : Shox Fashion Indonesia
Supervisor's Name and Title : Rayi Pasca Febriyani
Department : Merchandising
Working Hours : 8 Hour/Day
Report Period : 2019-11-01 - 2019-11-30

- A. Describe your principal assignments, responsibilities, for the past One Month**
- a. Populate Videos from Lunadorii, Sephora and Philips
 - b. Migrate Videos from Lunadorii, Sephora, and Philips to Youtube
 - c. Populating videos from Shox Funsquad. Shox Funsquad is content maker who Shox willing to pay to make videos with maximum duration 2 minutes.
 - d. Migrate videos of Shox Funsquad to Youtube.
- B. Describe important aspects of the work where you learned significant knowledge, skills, or personal development**
- a. Become more careful in doing my job because of its need accuracy.
 - b. I get an offered for become a full-time employee, so I have a chance to negotiate the benefit that will I get if the offer I take.
- C. Describe problems or challenges encountered during the One Month and how you resolved/minimized them**
- a. I get an offered for become a full-time employee after some consideration I did not take the offer. So December 2019 is my last month for working in Shox Indonesia. But I still a how my best while I am working here.
 - b. I feel overwhelmed for handle the videos by myself. Because I am only the one who handle this. Before there were some colleges that help me to populate and migrate the videos. But the other job need more people to handle it. To make me easier, in the morning I populate videos from the Shox Funsquad in the noon I will migrate the videos and in the afternoon I will populate more videos from external source for tomorrow's migrate.

Submitted by

Larasati Isti P

Name of intern

Date: 12/12/19

Read and acknowledged by

On Site Supervisor

Duly Stamped


Date: 12/12/19




Form No	ICC/03/INT/BWR/2011
Form Title	Internship Monthly Progress Report

Name	: Larasati Isti Prabaningrum
Company's Name	: Shox Fashion Indonesia
Supervisor's Name and Title	: Rayi Pasca Febriyani
Department	: Merchandising
Working Hours	: 8 Hour/Day
Report Period	: 2019-12-01 - 2019-12-31

- A. Describe your principal assignments, responsibilities, for the past One Month**
- a. Populate and Migrate Picture
Now Shox Fashion Indonesia not only focuses on shoppable listing only. But also focuses on more inspiration content like how-to video, the recommendation of travel destination, food recommendation and etc. These pictures will be uploaded in-app. Merchandising division has the responsibility to upload and inspiring captions.
- b. Quality Check the Images
The freelancer also upload pictures as merchandising division did. The merchandising division also need quality checking of the images and caption that they write before they upload to app.
- B. Describe important aspects of the work where you learned significant knowledge, skills, or personal development**
Creativity is very needed when writing an inspiring caption and writing a clickbait title of the pictures
- C. Describe problems or challenges encountered during the One Month and how you resolved/minimized them**
- a. To populate the picture we used Airtable. In the beginning, the Airtable is very messy, my two coworkers and I need to tidy up the Airtable so it can be used by others to do the job. This was taking the whole day for me to make the Airtable look neat and easy to use by others.
- b. I can only upload 15 pictures per day, meanwhile, others can upload around 20 per day. Because I feel very hard for me to write an inspiring caption. I need to browse the fact that related to the pictures and write them on a caption. Also the app only available in android, I need to copy the picture and caption to my WhatsApp so I can post in by my phone. Actually Airtable can be downloaded on the phone but it is very different when I open Airtable in PC and phone. For that matter Before I back home in the afternoon, I populate pictures and put on Airtable and write the captions tomorrow. So I do not feel overwhelmed in the next day.

Submitted by

 Larasati Isti Prabaningrum
 Name of Intern
 Date: 31/12/19

Received and checked by

 Rayi Pasca Febriyani
 On Site Supervisor
 Duty Stamped
 Date: 31/12/19