



Internship Report for



PT. Interpublic Group of Companies – Golin

Wulan Devi Nargucie

International Relations 2012

016201200110

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# Completion Letter



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## TO WHOM IT MAY CONCERN

No. 0060/IPGI-G/VII/2015

This is to certify that:

**Wulan Devi Nargucie**

Was employed by GOLIN Indonesia as intern for 3 (three) months, starting from April 20 to July 25, 2015.

During her employment, she was responsible for the following:

- Media monitoring for all GOLIN clients
- Assisting client team on day to day client work
- Maintain and update client administration
- Maintain and update media database (master file and client specific)
- Media relations – including follow up and ensuring all media related matters are well cared for
- Conduct desk top research for client and potential new business purposes

On behalf of the management, we wish to extend our appreciation for her services and satisfied with her work in GOLIN. We wish success in her future endeavors.

Jakarta, July 2015

**Helina Wulandari**  
Office Manager

## Preface

First of all, I would like to extend my highest gratitude to God Almighty, Allah SWT, without Whose consent I would not be able to complete my final internship report. For 14 weeks straight, starting from April 20, 2015 to July 25, 2015, I had been having my internship at PT. Interpublic Group of Companies – Golin as a Corporate Intern for Mondelez Indonesia.

Through this report, I would like to paint an accurate picture of what Golin is like as a workplace, elucidate the assignments I was responsible to during my service and extend my evaluation as well as suggestions which may be of use for both Golin and President University.

My family, despite their initial protest of me having my internship in Jakarta, has always been a constant supporter of my internship career. I genuinely wish that the experience that I have gained these past months could make me grow as a person and help me become a daughter and sister they could take pride in.

I feel an immense gratitude for Mr. Hendra Manurung, MA for his patient answers to my every enquiry during my time under his supervision. I would also like to thank the officers of President University Internship and Career Center for their relentless assistance before and during my internship period.

Last but not least, I would like to jolt down the names of the people that I had been much obliged working with during my service as an intern. In no particular order, the list – and my gratitude – go to: Mr. Djohansyah Saleh, Ms. Herlina Wulandari, Ms. Tanya Tresnasari, Mr. Hoerry Satrio, Ms. Hannah Siregar, Ms. Shima Parawathy, Mr. Uria Simanjuntak, Ms. Shereena Ruby, Ms. Tedja Maridzka and my fellow interns (Habib Prihandono, Jessica Christina, Rebecca Venusia, Zia Ariani, Sylvia Elizabeth, Vesta Eresta, Dina, Indira, Kartika Honggono, Simon, Reza Kurnia, Niki Tamara and Aulia).

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# Chapter I

## I.I. Objectives of Internship

An internship is an essential activity one could take prior to entering the working world. Many employers demand their prospective hires to undergo an internship first before they could sign up a tenure. The objectives of an internship itself, regardless of the industry one's workplace is operating in, could be laid out as follows:

- To introduce the student to the professional environment where a by-the-book approach must be met with equally brilliant creative thinking.
- To provide the student an opportunity to experience first hand the operations of certain industry.
- To allow the student to nurture his/her own qualifications through direct and constant exposure to real-world responsibilities.

## I.II. Benefits of Internship

Upon finishing an internship, one would garner enough knowledge of the said industry which would help them determine whether to stay in or to move out. Amongst the benefits one could see from undergoing the internship program include:

- Receiving essential office skills, such as managerial technology and archive keeping.
- Attaining new connections, even significant references if possible, which could improve the student's resume.
- Extending the student a valuable insight of the industry which could assist them in determining their future career path.

## Chapter II

### II. I. History of Golin

Golin is a multinational public relations (PR) agency under the Interpublic Group of Companies – a New York-based global advertising and marketing services company which parents a large number of mass communications agencies worldwide. Golin has over 50 offices across the continents, with its Chicago office – the oldest out of the hoard – being founded by Al Golin in 1956. A young PR enthusiast, Mr. Golin saw an opportunity in the then growing hamburger chains owned by Ray Kroc – the founder of McDonald’s – and took it upon himself to make a cold-call to the latter, offering his ideas on how to expand the fastfood franchise’s appeals deeper to the public. The Jakarta office was first opened in early 2000s by Djohansyah Saleh, the current Head of Operations of Golin and Weber Shandwick – Golin’s sister agency which also operates in the public relations industry.

For more than half a century, Golin has taken up a variety of names before resorting to the one it calls itself today. When Mr. Golin first introduced McDonald’s as a client, the firm’s profile read Max Cooper & Associates and it was changed into Cooper, Burns & Golin a couple of years later<sup>1</sup>. In 1981, in a bid to appreciate the contributions of the firm’s the president Tom Harris, a new name was submitted and the firm since then operated under GolinHarris<sup>2</sup>. Last year, as part of a rebranding campaign to revamp the organisation, the firm again changed its name into a simple word: Golin which represents profound devotion to “Go All In.”

Throughout the years, Golin has cemented itself as one of the leader PR agencies in the world, as suggested by the 2015 Holmes Report which placed Golin as the ninth biggest PR firm globally in terms of revenues<sup>3</sup>. The firm’s global revenue is also estimated to experience an annual 10,5 percent growth<sup>4</sup>. In 2014 alone, Golin received a number of acclaimed awards including Holmes Best Places to Work, Holmes UK Consultancy of the Year and PR Week Best UK Agency to Work For.

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<sup>1</sup> Stein, Lindsay. June 12, 2014. “GolinHarris Rebrands as Golin, Emphasizing Evolution Since Introducing G4 Model.” In *PR Week*. Retrieved from <http://www.prweek.com/article/1298451/golinharris-rebrands-golin-emphasizing-evolution-introducing-g4-model>

<sup>2</sup> Ibid.

<sup>3</sup> “Global Top 250 PR Firms 2015.” In *The Holmes Report*. Retrieved from <http://www.holmesreport.com/ranking-and-data/world-pr-report/agency-rankings-2015/top-250>

<sup>4</sup> Ibid., no. 1.

## II.II. Vision and Mission

### II.II.A. Vision

Golin boasts a simple yet committed raison d'être as follows:

*“To deliver the deepest insights, boldest ideas and broadest engagements to the world’s leading brands through seamless integrated communications.”*

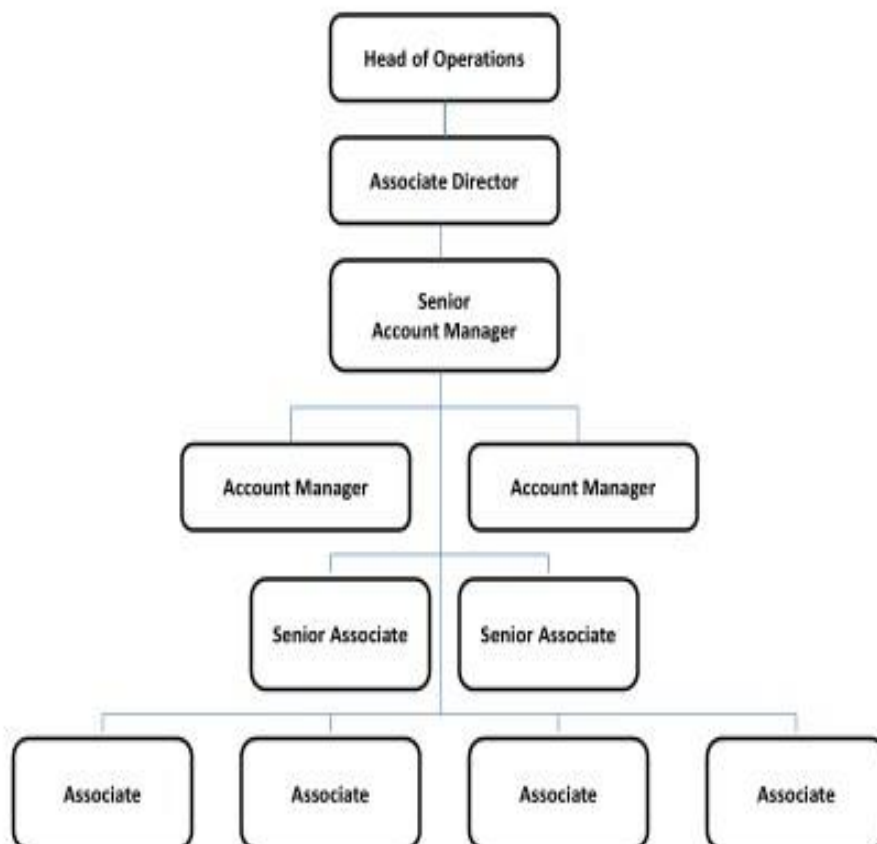
### II.II.B. Mission

Golin uses its own name to describe its modus operandi:

*“Go All In is our commitment to bravery over mediocrity. It’s how we help our clients commit to trailblazing ideas that create change.”*

## II.III. Organisational Chart

Golin’s organisational chart for its Jakarta office goes like this:





## II.IV. Core Practices

For over a decade, the Jakarta office of Golin has created notches of impacts in a variety of practice areas including:

- Corporate Communications

The majority of its clients come from a corporate background such as Mondelez Indonesia, Mazda, OnePlus and Shell. On a regular basis, Golin would hold a brainstorm conference with these clients to keep them apprised of the industry dynamics that may affect their business as well as to extend thoughtful suggestions in improving the client's overall image portrayal.

- Marketing Communications

There are several instances in which Golin has helped their clients in creating a story for their brands, as well as arranging the launching ceremony of their new line of product. One team from Golin once went for a three days trip to Bali to support Mazda's claim of their 'fun-to-drive' cars.

- Financial Communications

Amongst the firm's clientele, a number of them runs the financial world such as Citibank and Morgan Stanley. This kind of echelon rarely demands a massive public-based event, casting more focus on the updates in the country's monetary system which Golin could provide them with. Golin once had the opportunity of holding an exclusive interview with two of Indonesia's biggest newspapers, Bisnis Indonesia and Kontan, with an executive from Morgan Stanley, who delivered the bank's assessment on the country's economic condition.

- Media Relations

It is within the firm's strategy to forge amiable bonds between the media, the clients and Golin itself. There would be occasional networking with the media that Golin had assistend managing, especially during the last Ramadhan month with clients such as Mondelez Indonesia and Mazda.

- Crisis Communications

There is a string of big names within Golin's list of clients, and there have been several crises in the past which could risk battering the clients' credibility – the newest one being the high-chlorine menstrual pad report released by the government which was linked to a few products by JnJ, one of the firm's clients. In an attempt to prepare its employees for the worst of situation, Golin once invited a PR official from Air Asia to deliver a presentation in regard to the airline's struggles and sympathy-garnering campaigns at the height of 2014 Air Asia crash in the Java Sea.

- Digital PR

Golin also has its own digital team who are in charge of assisting the clients' cause through social media campaign and other form of virtual communications. It is part of the firm's breakthrough in keeping up with the current, fibre-laden age.

## **II.V. Product and Services**

In executing its projects, Golin has a string of frameworks to accommodate them, including:

- Bright Collective™

It is a co-creation portal intended to host great ideas coming from a diverse range of brain powerhouses. Available at <http://www.ghbrightcollective.com/members/login>, the Bright Collective™ allows for an immediate convention between Golin's own talents and the external creative minds in building a reliable communication strategy.

- The Bridge™

It is a real-time information gathering system which binds together mainstream and digital media experts with creative specialists in order to create instant engagement and generate fresh ideas. The Bridge™ allows Golin's extensive chains of offices – from the Americas to the EMEA (Europe, the Middle East and Africa) and even to Asia-Pacific – to keep one another abreast of the newest situation in each region<sup>5</sup>.

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<sup>5</sup> Scott, David Meerman. April 12, 2012. "GolinHarris Shows How an Agency Does Real-Time Communications Right." In *WebInkNow*. Retrieved from <http://www.webinknow.com/2012/04/golinharris-shows-how-an-agency-does-real-time-communications-right.html>

- Brand Voice

It is a storytelling strategy focusing on the writing of consistent and effective contents which is aimed towards the creation of a story associated with the brands that Golin is supporting.

- Delta Set

It is an approach which takes into account the combination of stakeholder surveys, research and other analytics, and serves to locate the impacts that Golin has casted with its communication strategies so far.

## **Chapter III**

### **III.I Daily Duties**

#### **III.I.A. Media Monitoring**

Every morning, before the clock ticked 7 a.m., I was already on my desk, starting my computer and prying into the office's integrated Outlook account. It was a precautionary move, since the Associates there would sometimes send us an e-mail wanting us to work on certain tasks after we had all gone home. Most often than not, I found no such e-mail directed at me in the morning. I would then proceed surfing the internet, changing the setting at Google to impose area restriction to Indonesia only with a 24-hour time bar – or set the time preference into 'Last Week' when it was a Monday. I would type Mondelez Indonesia – as they were my primary client throughout my tenure – and several related keywords such as Keju Kraft, Oreo, Cadbury, Biskuat, RANTAI (a CSR program launched by Mondelez Indonesia and Helen Keller Indonesia on March 2015) and i-Taste (a human resources enhancement program commenced by Mondelez International).

Upon the discovery of an article which holds considerable relevance to the client, I would screen-capture it and save it on the office's shared folder. I would then take note of the url and go into websiteoutlook.com to see which tier does the domain fall to. The rule goes this way: if the daily pageview (or circulation) of the said website exceeds 10,000, then it is categorised as Tier 1; if it is lower than 10,000 yet higher than 500, then it is a Tier 2; and if it is below 500, then it can be called a Tier 3. Nevertheless, there would be several exceptions sometimes as Mondelez Indonesia has extended their own tier classification to us – which we save in a form of PowerPoint file. For instance, even though [www.mix.co.id](http://www.mix.co.id) has a daily pageview of 2,280, Mondelez Indonesia counts it as a Tier 1 media instead of a Tier 2. This Tier classification is significant in determining the Ad Value and PR Value of the said coverage. Unlike printed media, online media rarely features a definitive Ad Rate – an essential factor in determining Ad Value. Hence, we would calculate it ourself by looking at the media's tier: for Tier 1, the Ad Value would be IDR 15,000,000; for Tier 2, the Ad Value would be IDR 10,000,000; and for Tier 3, the Ad Value would be IDR 5,000,000. The PR Value could the be determined by multiplying the Ad Value three times. These values would be further elaborated on a later section of this report.

Afterward, I would go to the reception table to see if the papers for the day had arrived. I would bring them to this long table we have at one wing of the office and then proceeded to

untie the wrapping. On usual days save for Monday, there would be around 20 papers. On Monday, however, the number could skyrocket and exceed 30. The papers were grouped into two categories: the First Tier and the Second Tier. The First Tier papers only included seven publications i.e. Bisnis Indonesia, Kompas, The Jakarta Post, Jakarta Globe, Indonesia Finance Today, Kontan and Investor Daily. These were the papers we deemed as the most impactful ones in the country, due to either their massive circulation or the weight of their contents. The rest of the papers would then be included into the Second Tier category. Nevertheless, the categorisation may vary from one party to another. For instance, even though Golin sees Media Indonesia as a second tier paper, Mondelez Indonesia formally recognises it as a first tier instead.

The papers which had been sorted out in accordance to their respective tier would then be divided amongst the interns. I was amongst the ones assigned to take care of the First Tier papers. Hence, when the other fellow interns who were also on the First Tier team had not showed up yet, I took it upon myself to arrange the papers distribution. The First Tier papers were usually divided for three or four people, and one intern could get around two papers a day or three to four papers when it was a Monday. We would then take our place at the long table, which hosted an array of sheets displaying every single one of our clients as well as their respective keywords for media monitoring. When we were not sure if one article was relevant enough to our client, we would glance at the sheets or confront the other interns. The First Tier team were required to exchange the papers they have perused with one another in order to minimalise the risk of missing an important coverage.

As we were done running through the papers again, we would quickly head to the photocopy area. There was only one machine there, although we could always use another machine located at our sister agency on the same floor, but this latter one was extremely slow and hard to operate. We would copy the spotted articles and gave them code to identify the client it was intended to, the publication, the date, the page number and the section. For instance, if one copy of the article were coded MDLZ/BI/7.08/34/Komoditas, it meant that the said article was relevant to Mondelez Indonesia and available on Bisnis Indonesia, August the 7th edition, on page 34 under the Komoditas section. The copied articles would then be distributed to the Associates as well as the interns in accordance with the client they were in charge in.

To wrap up the routine, we would sit on our respective desk and began typing the summary for the articles we had received. Yet, I would always end up having a few unrelated articles on my hand. Indeed, they contained mentions of, say, CPO – which was amongst

Mondelez Indonesia's search keywords – but the overall content of the article hardly had anything to do with the client. I would only pick the news with the most relevance to my client's business such as the growth of Indonesia's food and beverages industry or the coverage on the client's competitors. This filtering out was heavily dependant upon my knowledge in regard to our client's needs and nature. Hence, I constantly reminded myself to gather as much informations as possible about Mondelez Indonesia. Should there be a coverage or two which explicitly mentioned our client, I would go look for the paper it was published in – which had been stored back at the library after we had finished copying them – and cut that particular article before scanning it.

After I had done writing the summary for each chosen article, I would briefly head to the magazine area to see if there was a coverage or not. Unlike papers which we copy ourselves, the magazines and tabloids were usually checked by either one or two interns who would later write their findings on a post-it stuck near the magazine cabinet. Since Mondelez Indonesia operates at the consumer goods sector, I would first screen through the lifestyle magazines and tabloid before moving onto the business ones. I left the automotive and technology magazines for a later reading in the afternoon as I had to send my media monitoring report to the Associates by 11 a.m.

### **III.I.B Report to TrendReader**

In commencing our media monitoring function, we were assisted by TrendReader – a media monitoring vendor that we employed to help us gather as much coverage as possible about our clients. Sometimes, there would be crucial coverage which was spotted by TrendReader that we were not aware of. And sometimes, it was the other way around. After the Associates had put my media monitoring report into scrutiny, they would then send it to the client and I would get cc-ed. I had to turn this final media monitoring into a pdf file and compare it with the one that the TrendReader had previously given us. When I found an article that was missing from TrendReader's media monitoring, I needed to find the original copy of that article and scan it. The final media monitoring and the scan files of the articles (which were in jpeg format) would then have to be compressed into a zip before I could e-mail them to these certain TrendReader officers as well as my supervisors.

### **III.II. Periodical Duties**

#### **III.II.A. Mid-Weekly Report – Vocus**

Vocus is a mid-weekly report detailing the coverages which hold direct mention of Mondelez Indonesia and is due every Wednesday. Vocus only includes the coverages coming from first tier media which were spotted from last week's Thursday until the said week's Wednesday. There is a Word template with which we would write the Vocus in, and it lists the coverage's details such as the name of the publication, the date it was released, the name of the journalist, the title of the article (which should be altered to English if it was in Bahasa Indonesia), the summary of the article and the Ad Value.

In determining Ad Value, I had to look at our media database which contained extensive range of informations in regard to a string of media including their circulation, full-colour Ad Rate and black-white Ad Rate. Each type of media was subject to different calculation of Ad Value as follows:

- For papers and tabloids, we ought to vertically measure the length of the article in millimeter and then multiply them with the number of columns the article boasts. The result would then be further multiplied by the said publication's Ad Rate.
- For magazines, we had to count the total number of articles displayed on the page where we found the coverage. If there were a total of three articles, then we would divide the said magazine's Ad Rate with three. Likewise, if there were a total of four articles there, the Ad Rate had to be divided by five.
- For online media, as explained previously, the Ad Value would be determined based on the media's tier – which could be discovered by either looking at the media tier classification which Mondelez Indonesia had provided us with or searching for its daily pageviews on [www.websiteoutlook.com](http://www.websiteoutlook.com). A pageview lesser than 500 a day would make the media considered as Tier 3, whereas a daily pageview between 500 and 10,000 would translate to a Tier 2 media and a daily pageview of over 10,000 means it is a Tier 1 media. The Ad Value for online Tier 1 publication is 15,000,000, while Tier 2 gains a 10,000,000 Ad Value and Tier 3 is allocated a 5,000,000 Ad Value.

There would be times when I found that a certain publication had not been listed yet on our database, or there were missing informations there. In this case, I had to personally contact the secretariat of the publication and ask them to e-mail me their media profile – which contains significant details concerning their circulation as well as Ad Rate. Nevertheless, some media turned out to have zero comprehension of what a media profile was and I had to directly fish the afore-mentioned details through the phone.

I usually sent the Vocus right after I had completed that day's media monitoring. I would email the Word document with the scanned copies of the articles attached to my supervisors.

### **III.II.B. Weekly Report**

Much like Vocus, a weekly report for Mondelez Indonesia also offers its own template. It hosts similar details, yet rather than Ad Value, the Word template displays the publication's circulation instead. If Vocus compiles all the first-tier coverages within one single file, in weekly report each coverage is saved into their own separate file. We also ought to insert the scanned copies of the articles into the file and save it into two formats i.e. Word and pdf. A weekly report encompasses all the coverages with explicit relation to Mondelez Indonesia spotted within the week and is due every Friday.

An Excel version of the report would also be made available. I would create a spreadsheet everyweek featuring the headlines, the name of the publication, the date of publication, the type of media, the media tier, the media impression, the Ad Value and the PR Value. Again, I would often need to look at the media database to help me determine the last three indicators.

Both the Ad Value and the PR Value should be presented in two versions i.e. the one in Indonesia Rupiah and the one in U.S. Dollar. The exchange rate that we employed was IDR 11,870 for USD 1. While the PR Value could be discovered by multiplying the Ad Value by three (3), the media impression itself could be determined through the following method:

- For papers, we need to multiply the publication's circulation by 2,5 to get the value of the media impression.
- For magazines and tabloids, we ought to have their circulation timed by 3,3 in order to determine the media impression.
- For online media, the value of the media impression equals to their daily pageview.

I would e-mail the pdf files of the coverages as well as the Excel spreadsheet to the Associates after I had finished that Friday's media monitoring. In the body of the e-mail, I would include the week's total of media impressions, Ad Values and PR Values as well as a general description of the coverages.

### **III.II.C. Monthly Report**

The monthly report that I had helped build was essentially the compilation of that month's weekly report. It was created in Excel and featured a MTD (Month-To-Date) total of media impression, Ad Value (both in IDR and USD) and PR Value (also in IDR and USD). I had to



include a YTD (Year-To-Date) accumulation of the afore-mentioned indicators as well. It was done by looking through the older monthly report files from this year's January until the said month. The MTD and YTD values were made available so that the Associates could measure our ROI (Return of Investment) with more ease. It would enable us to paint a picture depicting the efficiency and effectiveness of our communications strategy that we had deployed in projecting the client's interests.

### **III.III. Event-Related Duties**

#### **III.III.A. Mondelez Indonesia Food Service Press Conference**

The event took place on Friday, 12 June 2015 at Almond Zucchini, South Jakarta. It was a press conference revealing the result of the last Mondelez Indonesia Food Service Roadshows which were conducted from mid April to mid May at six different vocational high schools in Jakarta. The press conference was attended by the executives from Mondelez Indonesia and Kraft, a guest chef and a food blogger.

During the preparation times, my job mainly was to make sure that the invitation for the event had been received by the media, as well as to get the confirmation of their attendance on the said date. One of the Associates sent me the list of approved attendees and I had to gather any possible contact channel, be it their official e-mail address and phone number or their journalists'. For more than one week, I spent my afternoon contacting all 54 invitees, resending the fax when they responded that they had yet to receive any invitation, reporting to the Associates when the media preferred an e-mail correspondence and taking notes of the confirmed attendees' personal information such as name, e-mail address and mobile phone number.

On D-1, I stayed late until the evening at the office to prepare for the collaterals i.e. the cue cards, the briefing documents, the press releases, the fish bowl (to collect the journalists' business card), the media registration forms, the desk signage, the voice recorder and the stationary. All of them were packed into this medium-sized suitcase.

The next day, after I had completed the media monitoring and the weekly report, I rushed to the event venue and arrived there around 12 p.m. – two hours before the press conference officially started. I immediately set the registration desk and arranged the collaterals neatly on it. It was nearing 2 p.m., and yet none of the journalists showed up. I had to call all the confirmed attendees (which were around 25) to learn of their whereabouts. Quite a number of

them did not know the location of the venue, so I had to confront the locals and ask for their help in giving us directions.

As the journalists began pouring into the lobby, I needed to hand them the registration form and the press releases. And they handed me their business card in return. The press conference started around 30 minutes behind the schedule, and I was asked to set up the voice recorded during the Q&A session. I began tidying up the desk when it was already past 4 p.m. and I helped handing out goodie bags for the journalists who were leaving the venue.

There was only a total of 19 attendees that day, although the minimum target wanted by the client was 30. It was primarily because it was a Friday, and nearing the start of Ramadhan as well, hence there was a number of other press conferences held by the government – who apparently loved holding conferences on Friday, or so one of the Associates told me – as well as other corporations. The nature of the information presented on the press conference, which mainly talked about the results of a limited-scope corporate program, did not fare quite well either.

A post-event coverage thus made it into my to-do list. The drills of this particular report were basically the same as media monitoring. Although there were times that I was asked to call the journalists to find out whether they needed any help in writing the coverage – a polite enquiry which was intended to remind them of our event. The coverage was drafted on three different formats i.e. Word, Excel and PowerPoint, and overall included essential details such as the summary of the article, the scanned or screen-captured copy of the article, the name and tier of the publication, the media impression, the Ad Value and the PR Value.

### **III.III.B. Oreo Media Breakfasting**

The Oreo Media Breakfasting was held on Tuesday, 30 June 2015 at Cinemaxx Gold FX Sudirman. It was practically a get-together event with the media which featured free movies screening and breakfasting dinners. The drills for the preparation period remained largely the same: I had to attain contact channels of the invited media, make a follow-up call to every single one of them every day in order to ensure their attendance and prepare the collaterals. Since there would be a lucky draw near the end of the event, I had to prepare small, rectangular-sized papers which the journalists could use to write their personal informations on. It was a precautionary move since the journalists sometimes did not have their business card with them.

In the morning before the event, I was asked to see if all the logistics for the event – which included several boxes of Oreo, 35 goodie bags, two standing banners – had already been delivered to the office. It turned out that we had to take it upon ourselves to bring the logistics along with us to the venue. I ended up having to go back and forth between the cinema and the parking lot just to retrieve all the logistics. A crisis almost arose when we realised that none of us had the camera with us, and we quickly called the office to have the driver bring it to us.

I spent the rest of the afternoon mainly checking the whereabouts of the journalists, attending the registration desk, handing the press releases and retrieving the logistics from the cinema once the movie was over. As the journalists were having their breakfasting dinner, I went downstairs to store the logistics back into one of the Associates' car so that we could wrap everything up sooner.

There were only 16 attendees on the event, out of the 27 media that we invited. They were largely from the lifestyle and business magazines, only one of them was from a dailies. As usual, I was assigned to build a post-event coverage report using the same formats I had used in creating the report of the last Mondelez Indonesia Food Service Press Conference.

### **III.III.C. Mondelez Hamper List**

It was reaching the end of Ramadhan, and Mondelez Indonesia came up with the idea of gifting the journalists that we had worked with in the past a hamper to celebrate Eid Al-Fitr. My job was to find the name of fifty journalists from dailies, magazines, tabloids and online media who scored the most attendance in Mondelez Indonesia's past events. I had to search through the attendance files, which even dated back to the month of December last year, in order to find such people. If there were two or more names from one media recorded, I had to choose the one with either the most attendance or the highest position. Once I have finished arranging the names, I had to contact each one of these people to inform them of our imminent delivery. I would then ask them whether they would want the hamper to be delivered to their workplace or right in front of their doorsteps. I was lent a generous hand by my fellow interns throughout all the contacting ordeals.

### **III.III.D. Celebrity Fee Research for Sangobion**

One of our clients, Sangobion, wanted to launch a campaign aiming to increase the public's awareness – especially females – towards anemia. The campaign would boast a press

conference guested by a female celebrity. Hence, I was tasked of finding out the contact channel of the managers of several celebrities including Chelsea Olivia, Laura Basuki, Titi Sjuman, Nowella ‘Idol’, Citra Scholastika and Giselle Martin. Having paid little to no attention to the national entertainment scene, I was quite baffled when I was handed this task. I did not recognise most of the names, and it was the first time for me learning that a lot of the celebrities in the country were free agent, and that their contact person number would be available out in the internet. I would then reach their managers, and explain to them the three different schemes of partnership Sangobion wanted to engage the girls with i.e. as a sixth-month gig as brand ambassador, as a speaker for one press conference and as a buzzer for social media-based campaign. I would take note of the fee required for each scheme and pass my research to the Associates.

### **III.III.E. Powerful Women’s Profile Collection for Mondelez Indonesia**

Mondelez Indonesia was planning to commence a women’s empowerment program, and I was asked to create a one or two paragraphs long of profiles for the ten names that one of the Associates gave me. The names belonged to an array of influential female figures, from high-ranking government officials to successful business magnates. It was a challenge for me, as I hardly know any of the women’s personal background and therefore had to go for a rigorous research on the internet. The profile ought to cover the women’s struggles, narrate their method of coping up with hardships as well as emphasise their hardwork-induced success.

## **III.IV. Supporting Purposes**

### **III.IV.A. Brief Stint for Morgan Stanley**

For around two to three weeks, starting from mid May until early June, there were only two interns in the office. Our workload automatically doubled. One of the most important of it was the daily media monitoring for Morgan Stanley – a U.S.-based global investment bank. The deadline for this client was at 9 a.m., and I had to rush through the morning routines in order to meet it. Being in the First Tier team, I usually could only manage getting back to my desk at 8.30 am at the earliest. Hence, I had made it a habit to look for the articles concerning Morgan Stanley from the day or the evening before.

For Morgan Stanley, they only wanted us to gather the articles which explicitly mentioned their name as well as their competitors (Bank of America Merrill Lynch, UBS AG, JP Morgan, Goldman Sachs, Credit Suisse and Deutsche Bank). The news featuring their competitors

were only spotted if it bore a direct correlation to Indonesia, whereas the one with Morgan Stanley written on it should be taken into account regardless of the location. Morgan Stanley had a set of media preference – the list of media from which we should gather the news, an article hosted by a media which did not make the list should just be ignored. Each daily media monitoring report was accompanied by a media clippings file containing both the scanned copies of the articles from printed media and the direct copy of the articles from online media.

### **III.IV.B. Translating Press Release**

I was once asked to translate a press release issued by Mondelez International from English into Bahasa Indonesia so we could distribute it to the media here. The press release reported the result of an environment sustainability program Mondelez International had commenced. It was a challenging task for me, since there was a number of English words which had no equivalents in Bahasa Indonesia – at least, none that I was aware of – such as *mindful snacking*.

### **III.IV.C. Media Database Update**

The media database that we stored at the shared-folder on our office's computers held a very crucial role in making our job easier – especially for the calculation of media impression, Ad Value and PR Value. Hence, it was our duty to keep it up to date, and to fill in new input to enrich it. We would contact the secretariat of the media with incomplete informations and ask them to share us their media profile. Sometimes, there would arise a situation where even the media themselves did not understand what a media profile was. In that case, we only had to enquire them matter-of-factly their circulation number per edition as well as their ad rate.

### **III.IV. D. Library Cleaning**

The library was where we kept all the papers, magazines and tabloids. It would sometimes be in a distressful condition, with magazines sprawling all around the floor and the papers stacked in an unruly order. When we would have a somewhat loose schedule on the afternoon, we would head to the library and start getting things back in order.

## Chapter IV

### IV.I. General Impression

It was curiosity which prompted me to undergo my internship at Golin, a public relations (PR) agency whose clients mostly come from the private sector. I took a particular interest in the information distribution aspect of the industry and was eager to learn how one could attract a swathe of audience into one's cause. I figured that, although the field I was getting myself into was practically void of traditional international relations (IR) cognizance, the knowledge may reserve a useful purpose for me in the future – after all, I have always dreamed of working for an organisation which hosts extensive influence and dares to introduce change, hence an ability to reach the public would be amongst the most essential flairs to adopt. And I could say that, largely speaking, my tenure did not disappoint me.

The daily media monitoring, despite its seemingly mechanical nature, has forced me to pay a watchful attention towards the newest chains of events. Our job was to assist a vast list of clients – some of which we did not even recognise at first – who operate on an equally diverse latitude of expertise. There were automobile giant (Mazda), financial institutions (Citibank and Morgan Stanley), technology front-runners (Facebook and OnePlus), consumer goods company (Mondelez Indonesia), health care providers (Sangobion, Scott's and JnJ) and energy magnate (Shell). Being a sister agency with Weber Shandwick – another PR firm under Interpublic Group of Companies whose Jakarta office is adjacent to ours – the list of the clients was stretched even longer. The addition included BMW, General Motors, Temasek, Cisco, Novartis, Seagate, SAS, Verisign, Panasonic, Singapore Airlines, IPMG, Shire, MasterCard and DBS Bank. Although we did not directly manage the latter clients, but we still had to keep ourselves abreast of the newest development that might be of interest to them. It was only through profound insight of the related industries could we manage to keep our clients' trust, hence, we were encouraged to educate ourselves on a variety of fields. That way, even if we were not necessarily the expert on a particular area, we still boasted a significant amount of knowledge to support our communication strategy in portraying our clients to the public at large.

I also found myself getting more accustomed to office technology during my internship. As a student majoring in IR – whose assignments mainly revolve around paperings and presentations, I was rather estranged with Excel, even though this application hosts significant role in storing all our data. There were even times that I found myself completely

overwhelmed by the gigantic hoard of numbers before my eyes. I had also learned a few tricks required to make our job easier, such as the mail merge function – which essentially allows for an automatic input of the data from Excel into a Word document – that had really helped me in writing the long list of invitation addressees and the WeTransfer service in the internet – which allows us to send a large quantity of data that is not accommodated by our Outlook system.

During my second event, the Oreo Media Breakfasting – the one where it seemed that from the planning of the event to the logistics and even to media networking were carried on by us, it dawned on me that it was not within our policy to impose a boundary on our purposes. Indeed, we were a PR agency, and our main job was to design a communication strategy. Yet, we had to present ourselves as a versatile partner, which could shift from one role to another if needs be. I later learned that such reliability was one of our distinctive qualities, and factored in as a reason why some of our clients, including Mondelez Indonesia, had kept staying with us for years.

Overall, although I did regret that I was offered limited opportunity in extending substantive contribution – as I was never been involved on any pitch, nor I had the chance to build a press release on my own, I was grateful that, at least, I had enriched my practical skills. Through my constant contacts to the media, prospective clients and partners, I had gradually learned some courtsey and pleasantries – which, in turn, was essential in surging my confidence and forging my correspondence skills. There were times that I felt frustrated since there was nobody I could discuss the IR-related issues with, nevertheless, in the end it was me who realised that I had to start paying attention to other things as well, those which might not be to my interest or aptitude, should I wish to stand out amongst the crowd.

## **IV.II. Personal Development**

As a result of my fourteen weeks internship at Golin, I could say that I managed to grow several qualifications as follows:

- Inquisitiveness

The broad range of background sported by our clients had encouraged me to be more aware of a new set of horizon. I had to find it within myself the willfulness to voraciously gather new informations. The indifference and aloofness which I used to decorate myself with in the past needed to die down, so that I could keep hoarding the relevant knowledge essential in building my competitiveness.

- Meticulousity

Attention to detail was another focal point I was much obliged to learn here. With the mountain of sources we needed to screen through, it was fairly easy to miss an important message which could risk upsetting our client. The constant exposure to large data had also forced me to always take a prudent approach in managing them for fear of diminishing our competence.

- Eloquence

In a day, I could have more than a dozen articles sitting at my perusal. I often needed to find their gist amid the ticking deadline. The pressure had taught me how to write a succinct paragraph with just enough details to provide our clients the general picture of the recent situation. In verbal aspect, I also managed to become less awkward through my frequent exchanges with a lot of people.

- Resourcefulness

Working in an agency, experience had taught me that we might need to explore multiple roles in executing our project. There are a lot of players with the same function as ours in the industry, hence we had to find that one trait which sets us apart from the rest of the herd. It is one of those times in which being a jack of all trade does not sound so bad.



## Chapter V

### V.I. Recommendations for Golin

It was truly a humbling and valuable experience for me to intern at Golin. The office culture was really accomodative, and we – the interns – often found ourselves interacting with the Associates and the Consultants there as co-workers of equal standings, instead of abiding by the rigid hierarchy. Nevertheless, I have also encountered a few things I consider subject of improvement:

- *Infrastructure Revitalisation*

Our wing of the office only hosts one photocopy machine despite the urgent and rampant demand for its usage in the morning. We, the interns, sometimes found ourselves bickering and pushing one another to the side as the deadline was closing in. The only solution for us at that time was to run to the other end of the office to use another machine that our parent company placed there. Yet, this one machine worked at a snail's pace and had a complicated settings to operate. As purchasing another machine may sound going overboard – considering that it is usually only us the interns who had the most purpose out of it, I believe that commencing a touch-up to the slow photocopy machine would help us in getting our work done faster.

- *Securitisation of IT System*

For quite an extended period, around one week long, some of the computers in the office failed to get any internet connection. Fortunately, the connection somehow re-introduced itself around mid-day. Yet, as most of our data were stored at a shared folder we could only access through the internet, the break-down would turn very detrimental to the business, especially when the wi-fi was not even working. We could quickly resolve it at that time by having our IT team coming over and over. Nevertheless, as there were also several instances where our computers just shut themselves down out of the blue, and to add that none of these computers – well, at least the interns' ones as far as I know – were free from virus, I think it would not hurt to employ a stronger and more reliable technology in the office.

- *A Compact Internship Curriculum*

Yes, I did enjoy my time here but there were several moments where I could not help but think that I was just doing manual labours. I realised that even though the routine had helped me forged my dexterity and overall practical skills, I still felt that the interns were not engaged much in processes which demanded actual substantive contribution. I believe that it would be better if the interns were introduced with a more encompassing curriculum, the one in which they would be taught on how to become both strategists and executioners.

## **V.II. Recommendations for President University – Internship and Career Center**

I was grateful for the assistance and guidance that I had received from President University before and during my internship period. Yet, I still felt that there were several loopholes we needed to work on. Hence, I would like to extend a few suggestions as follows:

- *Pre-Internship Workshop*

Prior to the start of the internship program, the Internship and Career Center (ICC) did host a seminar detailing the timeline as well as the general work ethics we must impose upon ourselves in the office. It was an interesting seminar, and I feel that it would be better if we compliment it with some sort of workshop to help the students go through the application process. The workshop may feature several lectures on how to build our cv or resume, what to highlight in our cover letter (instead of just handing us the students an instance of it, since there were some of my friends who used the example provided by the campus as a template in itself rather than writing their own), the dos and don'ts during interview (which would be even better when actual simulation is involved) as well as motivational lessons in coping up with rejection (which could be executed in a form of uplifting podcasts the students could download when we feel at a rock-bottom).

- *Company Database Update*

There are still several companies or organisations whose contacts are not available in the database the faculty extends to us. Of course I know that it is inevitable considering the vast swathe of workplaces out there. Nevertheless, I feel that

improving the database would prove beneficial to our juniors who would enter their internship next year.

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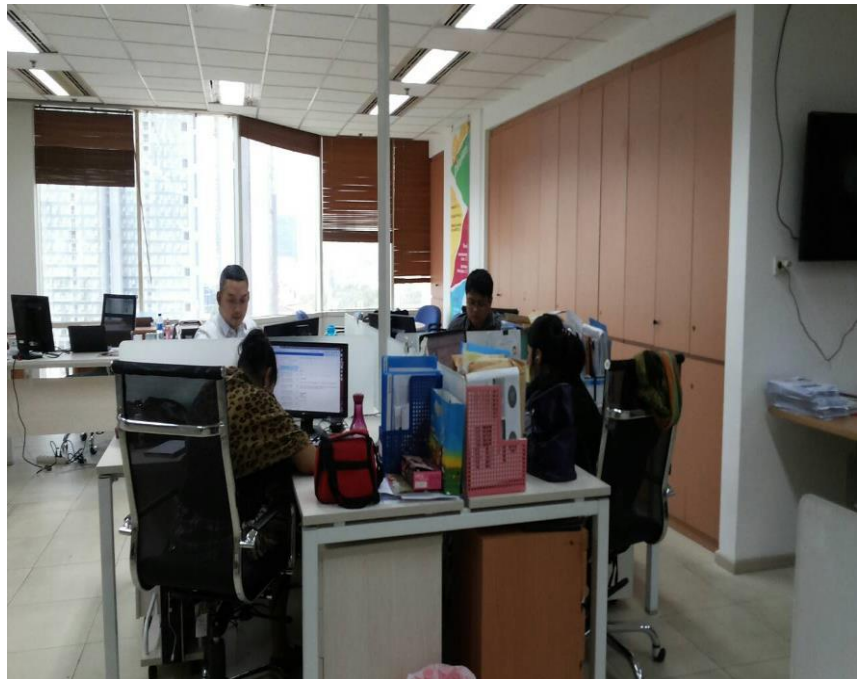
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## ATTACHMENT



Daily Media Monitoring



The Associates Circle at Golin



Oreo Media Breakfasting – June 30, 2015, Cinemaxx Gold FX  
Sudirman



Mondelez Indonesia Food Service Press Conference – June 12, 2015,  
Almond Zucchini, South Jakarta

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<b>Form Title</b>	<b>Internship Biweekly Progress Report</b>

<b>Name</b>	<b>: Wulan Devi Nargucie - 016201200110</b>		
<b>Company's Name</b>	<b>: PT. Interpublic Group of Companies - Golin</b>	<b>Department</b>	<b>: Corporate Intern for Mondelez Indonesia</b>
<b>Supervisor's Name and Title</b>	<b>: Ms. Shima Parawathy – Public Relations Associate at Golin Indonesia</b>		
<b>Working Hours</b>	<b>: 9 (7 am to 4 pm)</b>	<b>Report Period</b>	<b>: April 20, 2015 – May 1, 2015</b>

**A. Describe your principal assignments, responsibilities, for the past two weeks**

1. My days usually start more or less at 7 in the morning, where my fellow interns and I have to sort this mountain of papers—sometimes accompanied with one or two magazines—in accordance to their respective tier. Basically, a paper's tier reflects its readership as well as the weight of its contents. The more popular it is, and the less calous its articles are, the higher it goes. As I am an intern assigned to serve Mondelez Indonesia, particulaly on the corporate field, I get to inspect the first tier papers along with four other interns (although we rarely meet full-team due to conflicting schedules) whose clients want them to do the same. The first-tier papers which arrive at our office are seven in number i.e. Kompas, The Jakarta Post, Jakarta Globe, Indonesia Finance Today, Bisnis Indonesia and Investor Daily.

We carefully scan through each article, marking the ones who pose relevant informations in regards to our clients. After we're done with our own papers, we switch the papers with the person sitting next to us and immediately double-check their work. This is done particularly to minimise the potential errors. When we're sure everything is as it should it be, we proceed to copy the marked articles, jotting down the name of the relevant clients and distributing the copied articles to the people responsible for them. Those afore-mentioned steps are amongst the initial process of an intern's morning routine which we call a *media monitoring*.

2. I usually go back to my desk from the photo-copy machine around 8.30 am to 9 am. With a stack of articles, nonetheless. Then, I have to sort these articles again based on four considerations: when they explicitly mention Mondolez Indonesia or any of its lines of products, when articles show up in regard to my client's competitors, when there are news on retail and consumer sector and when there is any coverage on the Indonesian government regulations as well as macroeconomics issues on CPO, wheat, cocoa and sugar—the commodities my client is specialising in. As I have done putting aside the less-than-relevant articles, I shall start summarising the contents of the articles. Sometimes, I need to look up online to find more important releases relating to my client. Then, after everything is set, I would email my work to my on-site supervisor—using the office's outlook, nonetheless. That way, everyone in the office, including my fellow interns, the associates, the consultants, and the managers, could gain access to our interaction. This is another part of *media monitoring* and I have until 11 am every morning to complete it. My on-site supervisor, and her colleagues, would then make several required revisions on my work and send it to our client after that. They would forward me the approved version of my media monitoring and I need to print it and archive it along with the compiled articles inside this big binder.



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3. While media monitoring is within my daily schedule, I also have a mid-weekly, weekly and monthly responsibility. Hence, I have to make a report every Wednesday, Friday and the end of the month, respectively. For the mid-weekly one, I have to compile the first-tier articles explicitly covering Mondelez Indonesia, like any of its products and involvement in society, from the previous week's Thursday until the current week's Wednesday. The process is quite similar for the weekly one, except for the inclusion of non-first tier articles as well as the cutting, scanning and screencaping of the said articles. I have yet to learn more extensively on the monthly one, however. This is because I first worked here on April the 20th, and the intern whose workload I shall take over from there onwards unfortunately did not have the opportunity to teach me on how to do a monthly report. Hence, I spent the afternoon of my second Wednesday in the office doing what my current limited knowledge allowed me to do: going through the archive for the past month and input the relevant data (including headlines, name of the media, type of the media, the ad value and overall media impression) on an excel sheet. All these reports need to be equipped with not only the summary of the articles, but also the details on their publishers, and a string of numbers depicting their media impression, ad value and PR value. I have to pay extra attention for the last three things for there are these intricate formulas with which I have to measure them.

4. I usually complete these main responsibilities of mine at around 11 a.m., or 12 at the most when the afore-mentioned additional reports are needed. The rest of the afternoon has been mostly unwinding. I guess it's because I have yet to find the opportunity to handle certain projects just like my fellow, practically more senior interns do. There was one time where I found myself assisting an intern do follow-up calls to several media. I experienced first-hand at how excruciating it can be, as our success in leading a campaign is basically measured by the number of media who responds engagingly to our invitation. There was also a day where I spent my after-lunch period tracking old archives and updating the data the then my soon-to-retire supervisor needed. However, the one that I remember the most for the past two weeks was the time when I had to make an interview transcript between my then supervisor and a Director of Supply Chain of Mondelez Indonesia. I recall having trouble typing down the latter's speech, as he has a very heavy Indian accent and he speaks a string of business terms that I'm not familiar about—so I had to look to the internet several times to make sure I didn't write a gibberish transcript. I spent hours listening to a 20 minutes of interview—it was originally 40 minutes, and supposed to be the task of my senior intern whose workload I am to take over now that he's gone, but we divided it in parts so that it would be over sooner, and I was lucky to have the biggest slice of the pie. I know that it was not a very substantive task, but it was still overwhelming to me that I almost spent a whole evening in the office had my fellow interns not intervene and encouraged me to continue it tomorrow.

5. As I have mentioned before, I am assigned to take care of the corporate affairs of our client. On the other hand, my client actually has another purpose they wish my agency would serve, and that is to handle the brand management. Hence, I have another intern working as my immediate colleague for our Mondelez team. This girl is a student of President University as well, although she's majoring in Public Relations, and has been around in the office for around one month longer than me. On the last day of the previous month, i.e. the 30th of April, we kept on cross-checking her coverage report—since she is currently involved in a project co-run by our client and Golin ourselves—with my daily media monitoring so that the overall report would look neat and organised.





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

1. First and foremost, I guess I have learnt a lot on team work even though I have only been here for two weeks. When I first starte, I was a complete mess. I took considerably longer time to finish my job, and yet the result was in no way satisfying. I applaud the other interns for bearing it with me, calmly telling me which I missed and how to correct my mistakes. At first, I thought I only needed to serve the interests of my client, but I soon realised that I need to bear in mind what is best for the other clients as well—those whose needs are not directly within my liability. Hence, during the early hours of media monitoring, I always make sure not to miss a single relevant thing or article about our dozens of clients. I also try not to get into my fellow interns' way by finishing the paper checking and photo-copying as fast as possible. In short, I have experienced a sort of peer pressure here, where it is not only my personal aptitude that matters, but also the support of others.

2. Time management is another aspect which I have learnt to grasp here. There are always certain days where the papers that we need to check come in a gigantic heap. On those days, one intern could get up to 20 articles to read and make a summary of. It is sure overwhelming considering that some of us have the deadline at 10 a.m.—which means that with my 11 a.m. deadline, I am quite lucky on that aspect—while the photocopying is usually done at 9 a.m. since we only have one photo copy machine here (there are two others, but they're located at different office on our floor and the worst part is, they're really slow). At first, I found it hard to type fast with the old-fashioned keyboard in my office. And admittedly, it has been quite a while since I last wrote something, so I kept on fumbling as my head racks any appropriate way to form an enjoyable passage.

3. Since I focus my study on the strategic and defense aspect of international relations, I have also encountered difficulty on my first days in the office as our clients are either MNCs or private investment banks. I am not exactly familiar with their names (as I figure my counterparts on our diplomacy concentration would), or any of their subsidisiary—which I had first thought was from other corporation, so I was quite befuddled in scanning through the articles and pin-pointing the relevance they have to our clients. Through constant discussions with my fellow interns, as well as my own research, I have gradually broadened my knowledge on this particular area.

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

I guess the biggest hindrance I have faced so far lies on the fact that I am currently interning in an unfamiliar industry. Although in my defense, the reason I chose to intern here is because I want to put my practical knowledge into test. On lectures, we received a vast array of theories regarding an equally grand spectre of area. We have also been taught on how to think strategically. In short, we tend to see and measure everything on a big picture with a somewhat dettached manner. That made me wonder on how actually the smaller, often neglectable details operate. I guess that's how I ended up here, in a PR agency, since I wish to know how a certain information is instilled and distributed. Nevertheless, it brought me ruthlessly to meet the elephant in the room: I am not exactly PR-savvy, or atleast, I did not start that way.

I was quite shocked to find that I have to pay careful attention to several things, particularly media, that I did not bother to event glance at before. It was quite interesting to find out sites such as detik.com or okezone.com—which often features messy writings and mundane stories—are



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actually considered top-tier. I was also somewhat fascinated by the staffs here who seem to have commendable connection with the media and sometimes marvel how they balance the interactions they have with both our clients and the journalists. There have been several recurring instances where I feel frustrated for being the greenest pea in the pod, and for not being able to discuss loudly over IR-related issues. Nevertheless, I guess endurance is the best solution I could offer myself in this situation.

For the past two weeks, like I have mentioned in the previous section, I have been reminding myself over and over again to just follow the established procedures and not mess it up. I would incessantly try my best to scan through the papers correctly, copy them accordingly and gather the said articles neatly and execute the media monitoring in time. On a freer time of the day, I would urge myself to go through the archive or saved documents to catch a glimpse on what I am actually supposed to do. I have started working on my knowledge regarding our clients as well. Although as of the time being I haven't had a chance to interact with the parties outside our office directly, such as handling events or campaign and the likes, I actually have taken notice of my sometime jumbled pattern of speech and started to work on it as well so that I could put it into good use in the future.

**Submitted by,**

**Wulan Devi Nargucie - Intern**

**Date : April 30, 2015**

**Read and acknowledged by,**

**Shima Parawathy – On-Site Supervisor**

**Duly Stamped**

**Date : April 30, 2015**

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<b>Company's Name</b>	<b>: PT. Interpublic Group of Companies - Golin</b>	<b>Department</b>	<b>: Corporate Intern for Mondelez Indonesia</b>
<b>Supervisor's Name and Title</b>	<b>: Ms. Shima Parawathy – Public Relations Associate at Golin Indonesia</b>		
<b>Working Hours</b>	<b>: 9 (7 am to 4 pm)</b>	<b>Report Period</b>	<b>: May 4, 2015 – May 16, 2015</b>

**A. Describe your principal assignments, responsibilities, for the past two weeks**

1. The second week I had at my office started with the usual routine i.e. media monitoring. This time around, however, I began to take notice of other pieces of news-carrying instruments aside from papers. As I am officially assigned to check the first tier papers only—which include *Bisnis Indonesia*, *Kompas*, *The Jakarta Post*, *Jakarta Globe*, *Investor Daily Indonesia*, *Indonesia Finance Today* and *Kontan*—I had previously dismissed the importance of tabloids/magazines or even online news portals. But these past two weeks, I got to the office around 30 or 40 minutes earlier in order to browse through the internet, look for relevant releases in the office library which I had plausibly missed the day before, prepare the summary for the significant articles and archive them in a form of either scanned document or screen-captured image. After everything has been taken care of, I wait until the papers are delivered to the office, which are usually at 7.15 am, so that I could find all the relevant key-words in regard to our clients, copy them, stack them nicely in their respective part of the cabinet and go on my desk to make a report of that day's media monitoring to send to my supervisor.

2. Earlier on in my third week here, I was asked to review the monthly reports for Mondelez Indonesia, my primary client, for the last four months. I had to cross-check the reports, which were in a PPT format, with the corresponding Excel files and alter the conversion rate from a IDR 12,000 for USD 1 to a IDR 11,870 for USD 1. I began my internship here at April the 20th, however the reports which I needed to update were from this year's January. When I came to the March one, I was a little befuddled for the data are somewhat in a disarray so I needed to sort them out myself. For one week straight, it was essentially my after-lunch job.

3. There was also one time where, aside from my usual media monitoring function, I was asked to arrange a proposed media list for a certain upcoming event Mondelez Indonesia is planning to have. My supervisor emailed me the names of the media both our office and my client want to be present and I had to email her back the relevant informations regarding the said media, including the address of the headquarter, telephone and fax numbers, the email address as well as their journalists' contact means. I attained all those informations from cross-checking the archive in our office computer.

4. As my primary task i.e. media monitoring, and its subsequent mid-weekly and weekly report, is usually done by 12 a.m. at the latest, I have spent the rest of my afternoon either helping make follow-up calls to the media who were invited to this one event by Mazda—who is not my client, but my fellow intern's instead—or assisting in updating the office's media database, which could



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be done either through online research or directly contacting the said media and ask for their media kit.

5. For the most part of my fourth week, I have been dilligently tutored on how to handle another client aside from the one I currently have. This is primarily due to the shortage of interns that we have here, as two of my fellow interns have completed their program and those who are left (that's me and one other intern) ought to fill up for the void they created. And this client is nonetheless than Morgan Stanley, a global investment banking company whose area of expertise differs considerably from my primary client, Mondelez Indonesia, who operates at the food and beverages industry. It was also a media monitoring, only with different method of hoarding news (which involves tracking articles regarding Morgan Stanley and its key competitors such as JP Morgan, Bank of America, Merril Lynch, Deutsche Bank, UBS AG, Credit Suisse and Goldman Sachs on certain online portals within the past 24-hours time frame) as well as tighter deadline at 9 a.m.—which is admittedly hard as I am still assigned to check and photo copy the first tier papers which are, most often than not, take a great deal of time to finish.

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

1. The one most important thing I have learned so far is of course team work. Compared to my apparent cluelessness when I first started here, I have begun to develop more comprehension that it is not only my own performance which is at stake here, but others' as well. I may have my own client to whom I directly answer to, but the other interns also have their responsibility which I must assist as best as I could. Hence, we often shared our workload with one another, and kept tending to each other's mistake when there is one.

2. Versatility is another thing of great significance which I have gradually immersed myself in. Now that I must deal with two equally demanding clients at the same time, at least until another batch of interns arrive, I have pushed myself to expand my knowledge so that I could meet the needs of these two clients of mine better. I have learned to be stricter to myself and take this doubled workload incident as an opportunity to develop my qualifications further.

3. I have also experienced improvement in my communication skills. I personally am a very reserved person who, when put in an unfamiliar environment, does not utter a single desible when not required. Consequently, there were a couple of instances where I had completed all my works in a timely manner and have stored them where my supervisor wanted me to, yet I failed to inform my supervisor that I had finished it. One of the colleagues of my supervisor came up to me and asked if I had completed the assignment. I replied that I had finished it on Friday (as it was a Monday) and he paused a little before telling me to maintain better communication with the associates and consultants there, or with my direct supervisor at the very least. Ever since then, I have taken notice to inform my supervisor (mostly through WhatsApp as her desk is quite far away from mine and I don't feel comfortable to shout across the room to announce my performance) so that I could work more professionally this time around.

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

One of the biggest things distressing me these past couple of weeks had been none other than time. At first, I worked quite leisurely for the most part of weekdays as my deadline was due by 11 a.m. However, now that I have another responsibility to shoulder, I need to pace up my



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performance a notch or two, so that I do not mess everything up for everyone in the office. When I worked on my first media monitoring for Morgan Stanley, for instance, I was really stressed to the point that I have tears brimming in my eyes. I have passed the deadline for 15 minutes and I have yet to complete all the required process. It was because I previously had decided to take care of Bisnis Indonesia during the photo-copying routine, and it is essentially a first tier paper with the most news captured. Hence, I spent a lot of time on the photo-copying area, which regrettably only had one machine, with four other interns. I ended up having to ask for help from my fellow intern, the one who was in charge of Morgan Stanley prior to her leaving, and rushed to my desk to work on my report on Mondelez Indonesia. The days after that, I started to come to work earlier and look for any relevant article online before the clock stroke 7 a.m. I would repeatedly tell myself to deal with the papers faster and increase my typing speed. Throughout the way, I have learnt some new phrases and terms, economic ones nonetheless, which I did not know existed before and was glad to have them added to my vocabulary.

I have also overlooked some minor mistakes, which I could have easily avoided if I were more careful. I guess it happened since I was overwhelmed with pressure at the moment. As a result, I needed to send the revised version to my supervisor. It was a lesson for me to become more meticulous in the future, and to run through my works again for two or three times before submitting them.

**Submitted by,**

**Wulan Devi Nargucie - Intern**

**Date : May 15, 2015**

**Read and acknowledged by,**

**Shima Parawathy – On-Site Supervisor**

**Duly Stamped**

**Date : May 15, 2015**

<b>Form No</b>	<b>ICC/03/INT/BWR/2011</b>
<b>Form Title</b>	<b>Internship Biweekly Progress Report</b>

<b>Name</b>	<b>: Wulan Devi Nargucie - 016201200110</b>		
<b>Company's Name</b>	<b>: PT. Interpublic Group of Companies - Golin</b>	<b>Department</b>	<b>: Corporate Intern for Mondelez Indonesia</b>
<b>Supervisor's Name and Title</b>	<b>: Ms. Shima Parawathy – Public Relations Associate at Golin Indonesia</b>		
<b>Working Hours</b>	<b>: 9 (7 am to 4 pm)</b>	<b>Report Period</b>	<b>: May 18, 2015 – May 29, 2015</b>

**A. Describe your principal assignments, responsibilities, for the past two weeks**

1. Media Monitoring – throughout the past couple of weeks, we had been short of intern here. As one of my fellow interns got accepted as an Associate here, we are left with just the four of us on the first tier department. We have managed it just fine, but the real hassle always came on Mondays, in which we received a gigantic pile of papers we had to scan through. I remember there was even one morning that I finished photo copying all the articles by 9 a.m – the exact time I have to submit my media monitoring report for Morgan Stanley to my supervisors. And I still had to complete my responsibilities for Mondelez Indonesia as well, so I really have to pace myself up.

2. Monthly Report – by the last week of May, I had to make these spreadsheets containing the relevant informations about the articles on Mondelez Indonesia i.e. the name of the media they are featured on, the date when the said articles were published, their Ad Value in both USD and Rupiah, their Media Impression as well as their PR Value in both USD and Rupiah. The data were basically extrated from the daily media monitoring that I executed every morning for the whole month.

3. Interpreting Press Release - I was told to translate a Press Release on a certain program wrapped by Mondelez Indonesia from English to Bahasa Indonesia. I had to be extra careful in mincing my vocabulary, as there is always this one or two sentences which are concisely understandable in English but then get quite awkward when interpreted to Bahasa Indonesia.

4. Updating Media Database - The current media database which we have here in the office - containing relevant informations such as their secretariat address and contact channels - needs to be regularly updated. For the second half of my last couple of weeks here, I needed to both check the validity of the already existing data as well as add new ones in order to broaden the reliability of our archives.

5. Contacting Prospective Partners - One afternoon, I was e-mailed by my supervisor and told to look for the contact persons of these celebrities one of our clients - Sangobion, that is - wishes to engage in their campaign. What I needed to do after finding the contact channels was to reach to them and inquired about the fees we had to extend to have these celebrities on our boat. I was quite amused to find that such informations are readily featured on the internet - for instance, on the bio section of a celebrity's Twitter or Instagram account. Although a few of the celebrities on the said list do not plaster their contact channel on the open, I managed to scrape for the telephone number and/or e-mail address of their managers and send our request for partnership to them.

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

1. Versatility - Due to the shortage of workforce amongst interns in our department, I have learned to execute multiple tasks, which often come with overlapping deadlines, and treat them with cool heads as well as fast pace. There was this one day when I was the only intern here, as the other one had called in sick, and I had to carry her workloads as well. It was a Friday at the end of a month as well, so the deadline for both the weekly and monthly reports were just around the corner. As I have started to work on the reports bit by bit, for every single day prior to the actual deadline, I was able to complete all the tasks without a single one neglected.
2. Correspondence Exchanges - I was a bit worried when I was asked to reach the contact persons of these celebrities. My supervisor showed me a template of a corresponding e-mail and although it may seem simple, it has taught me the language of correspondences. By having phone calls with these professionals I have never seen in person before, and explaining in details to them in regard to the proposed partnership mechanism, I gradually grasped the importance of creating favourable impressions to these future partners.
3. Sensibility - By translating the Press Release from English to Bahasa Indonesia, not only have I expanded my vocabulary, but I also got to learn how to write with much more attachment and sense. I needed to write the paragraphs in the language that the audience would comprehend, instead of just satisfying my own standard.

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

Having spent a little over a month in this place, I have gradually gotten used to the dynamics my workloads impose on me. Yes, I still faced hardship in juggling between one assignment and another, but it has forced me to see that sometimes, all I needed was to give myself a little push. For the past couple of weeks, I made sure that as I left the office and got myself home, I needed to review all the works I had done for the day and started working on the next day's responsibilities earlier - for instance, I could look for relevant articles online, took their screen-caps, made a summary of them and included them on the periodical report, be it mid-weekly, weekly or monthly.

I have also learned to be more fastidious in my work. I regrettably admitted that the workloads I had for the past couple of weeks had gotten the chance to overwhelm me in some point or another. As I result, I have made one or two slight mistakes in my work - like overseeing several aspects of the media monitoring I needed to report or went passed the deadline of submission by almost fifteen minutes. Those are amongst the things I do not wish to see myself repeating in the future. Hence, I've decided to change my nature of working and push myself to start working on everything earlier so that I could finish them on a tidier note.



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

Submitted by,

Wulan Devi Nargucie - Intern

Date : June 1, 2015

Read and acknowledged by,

Shima Parawafhy – On-Site Supervisor

Duly Stamped

Date : June 1 , 2015



<b>Form No</b>	<b>ICC/03/INT/BWR/2011</b>
<b>Form Title</b>	<b>Internship Biweekly Progress Report</b>

<b>Name</b>	<b>: Wulan Devi Nargucie - 016201200110</b>		
<b>Company's Name</b>	<b>: PT. Interpublic Group of Companies - Golin</b>	<b>Department</b>	<b>: Corporate Intern for Mondelez Indonesia</b>
<b>Supervisor's Name and Title</b>	<b>: Ms. Shima Parawathy – Public Relations Associate at Golin Indonesia</b>		
<b>Working Hours</b>	<b>: 9 (7 am to 4 pm)</b>	<b>Report Period</b>	<b>: June 1, 2015 – June 12, 2015</b>

**A. Describe your principal assignments, responsibilities, for the past two weeks**

1. Media Monitoring – the past few weeks have become relatively easier, as I have grown accustomed to my routine here and the arrival of another intern on the team has nevertheless eased my workload a bit. Although I still need to nurture the new kid on how things work here, I am relieved that I could get back on focusing my energy to serve Mondelez Indonesia.
2. Updating Media Database – what I needed to do was checking if the current informations on our archive are still relevant. If they have ceased to be applicable, I have to contact the said media's office immediately and ask them to e-mail me their media profile, which I would put later on into our database.
3. Completing the Proposed Media List – as there would be at least two events we planned to execute shortly i.e. press conferences of Mondelez Indonesia and Sangobion, I was e-mailed a list of media names my supervisor wanted to be present during the said events and I had to rummage through our archive in order to find out the relevant informations about them such as the e-mail address and phone number of their office and/or journalists.
4. Sending Invitations and Following Up on Prospective Attendees - we had arranged for a press conference featuring Mondelez Indonesia to take place on Friday, 12 June 2015. Hence, I was tasked with contacting the journalists – whose profiles are available in our database – to ask them of the relevant contact channel we can send our invitation to – I was supposed to do the faxing, and my supervisor the e-mailing. The hard part came unfurled when I had to call them again, one by one, to ask if they had received our invitation and if they had assigned someone to attend our press conference. There were 55 of them, and I spent my whole afternoon for the past week to run the follow-up – as they often said that they had never received the invitation, so I had to fax them back again and inform my supervisor to e-mail them. I kept on calling them until they gave me the name and number of the journalist they were supposed to send.
5. Assisting on the Press Conference – during the D-Day, I had to rush to the site of the press conference after I was done with my daily media monitoring as well as weekly report. I brought with me six copies of cue cards, fifty pieces of file holders containing press release and fact sheet, stationary, signage, fish bowl, my supervisor's business card, voice recorder and media attendance list – all of which were packed to this one suitcase I had to return to the office once the event ended. As we got closer to the opening time, I kept on dialing the number of the journalists who had confirmed their attendance and assisted them to get to our place. I also had to set up the voice recorder during the Q&A session, entry the data on the attendance list into excel, distributed the goodie bag and helped with the after-event cleaning-ups.

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

1. Tactfulness – during the past two weeks, I have dealt with quite a number of people, either through phone calls, e-mail or direct interaction. Hence, although I was a bit perplexed at first, I have started slowly picking up on how to appear pleasant, accommodating and resourceful.
2. Versatility – the past two weeks have been quite hectic as I needed to juggle from one assignment to another. This forced me to be able to get a grip of myself, even when in an unfamiliar environment, as immediately as possible.

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

We only managed to have around 19 journalists – who came from 18 different media – present on the press conference. It fell far under our target of at least 30 media. I later found out that during the day we decided to hold the press conference in, there were a string of other same-natured events held at the same time such as the press conference by the Ministry of Trade and a media gathering sponsored by Mazda. Admittedly, the field where Mondelez Indonesia is hovering on, i.e. the FMCG (Fast Moving Consumer Goods) with the food and beverages sector as its specialisation, does not always generate the most enthusiastic response – compared to the likes of automobiles, for instance. And Fridays are apparently not the best choice for a time either – as it is considered a “short-spanned day” in which people are usually beyond ready to ditch everything and welcome weekend. I did my best to call all of the media on our invitation list, ask them if they had sent someone to attend our event, dial the said person’s number and guide them to the venue.

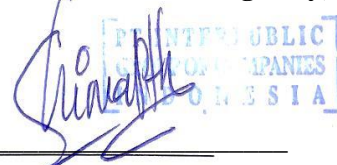
**Submitted by,**



**Wulan Devi Nargucie - Intern**

**Date : June 15, 2015**

**Read and acknowledged by,**



**Shima Parawathy – On-Site Supervisor**

**Duly Stamped**

**Date : June 15, 2015**

<b>Form No</b>	<b>ICC/03/INT/BWR/2011</b>
<b>Form Title</b>	<b>Internship Biweekly Progress Report</b>

<b>Name</b>	<b>: Wulan Devi Nargucie - 016201200110</b>		
<b>Company's Name</b>	<b>: PT. Interpublic Group of Companies - Golin</b>	<b>Department</b>	<b>: Corporate Intern for Mondelez Indonesia</b>
<b>Supervisor's Name and Title</b>	<b>: Ms. Shima Parawathy – Public Relations Associate at Golin Indonesia</b>		
<b>Working Hours</b>	<b>: 9 (7 am to 4 pm)</b>	<b>Report Period</b>	<b>: June 15, 2015 – June 27, 2015</b>

**A. Describe your principal assignments, responsibilities, for the past two weeks**

1. Media Monitoring – a premier task of mine which involving scanning through pages of newspapers to find relevant news in regard to our clients.
2. Post-Event Coverage Report – as the Mondelez Indonesia Food Service Press Conference had been wrapped, we were under obligation to gather the articles covering the event. Traditionally, I needed to make the summary of each article and calculate the media impression, ad value and PR value in both Rupiah and U.S. Dollar. I was also asked to write a transcription of the Q&A session during the Press Conference.
3. Checking Up on the News Writing Progress – with a facade of offering thorough informations as well as interview opportunity, I was assigned to call the journalists who were present during the Press Conference and asked them should they need any help in writing the coverage of the event. Nevertheless, I was careful not to bluntly ask why was the article not out yet to their face – which, frankly, was the reason I was sent to contact them.
4. Completing the Proposed Media for Media Breakfasting – since there was scheduled for a Mondelez Indonesia-funded breakfasting to take place on June 30th, I had to locate and tidy up the relevant informations in regard to the media which were invited to the event.
5. Sending Invitations and Following Up on Prospective Attendees - as was the case with the previous Mondelez Indonesia Food Service Roadshow, I was asked to fax the invitations to the media and then contact them to see if the invitations had been received. There were only 27 names which were invited, and of all of them, the dailies ones were the hardest to reach.

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

1. Tactfulness – during the past two weeks, I have dealt with quite a number of people, either through phone calls, e-mail or direct interaction. Hence, although I was a bit perplexed at first, I have started slowly picking up on how to appear pleasant, accomodating and resourceful.
2. Resourcefulness – the past two weeks have forced me to become of useful assistance even when thrown into a new, unfamiliar situation.
3. Well-managed communication – most of the time, I had been involved in team projects which required the presence of this skill.



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

Ever since the fasting month started, I had been in a somewhat absent-minded state of mind due to drowsiness as well as numbness – since the workloads stay the same and my sleep hours were practically cut down. It had led me into neglecting the fact that I had to send the final media monitoring on Mondelez Indonesia to Trendreader – a media monitoring vendor our office has hired to assist us – every afternoon after the media monitoring report I write every morning is supervised and sent to the client. My supervisors have also somehow failed to remind me about this, and it resulted in me continuing the negligence for a whole week. Then, an e-mail from a Trendreader officer came, asking for the final media monitoring on the said dates since it was nearing the end of month, and I immediately rushed to find all the papers whose articles were featured on the final media monitorings. I scanned all the articles and turn them into a .zip file along with the pdf version of final media monitoring to be e-mailed back to the Trendreader. Ever since that day, I was assigned to send the daily final media monitoring, along with the screencaps of the articles which were present on my version of media monitoring yet were missing from Trendreader's one, directly to the relevant Trendreader officers instead of passing it to my supervisors first.

**Submitted by,**

**Wulan Devi Nargucie - Intern**

**Date : June 30, 2015**

**Read and acknowledged by,**

**Shima Parawathy – On-Site Supervisor**

**Duly Stamped**

**Date : June 30, 2015**

<b>Form No</b>	<b>ICC/03/INT/BWR/2011</b>
<b>Form Title</b>	<b>Internship Biweekly Progress Report</b>

<b>Name</b>	<b>: Wulan Devi Nargucie - 016201200110</b>		
<b>Company's Name</b>	<b>: PT. Interpublic Group of Companies - Golin</b>	<b>Department</b>	<b>: Corporate Intern for Mondelez Indonesia</b>
<b>Supervisor's Name and Title</b>	<b>: Ms. Shima Parawathy – Public Relations Associate at Golin Indonesia</b>		
<b>Working Hours</b>	<b>: 9 (7 am to 4 pm)</b>	<b>Report Period</b>	<b>: June 29, 2015 – July 10, 2015</b>

**A. Describe your principal assignments, responsibilities, for the past two weeks**

1. Media Monitoring – a premier task of mine which involves scanning through pages of newspapers to find relevant news in regard to our clients. The final result of the daily media monitoring would be incorporated to the mid-weekly, weekly and monthly report to my client, Mondelez Indonesia.
2. Preparing the Attendance List for Media Breakfasting – due to the scheduled Mondelez Indonesia-sponsored movie-screening as well as breakfasting with media on June the 30th, I was assigned to check up on our invitees to see whether they would send someone to attend our event.
3. Taking Care of the Event's Logistics – the morning before the event, I needed to supervise the availability of the collaterals required for the event, such as briefing documents, press releases, signage, fish bowl, registration form, standing banners, camera and even goodie bags. Throughout the event, I was mainly in-charge of the front-desk – greeting the attendees and showing them the way to get to the main venue.
4. Collecting Post-Event Coverage Report – as part of post-event assessment, I had to monitor the news in regard to the event, particularly those coming from the media who were attending. This task involves the calculation of ad value, media impression as well as pr value.
5. Assisting in the Drafting of Semester Report – as the month has rolled on into July, it was time for us to submit a semester report to Mondelez Indonesia and my job was to put together the monthly report from January 2015 to June 2015 so that we could see how many coverage for a certain event we have gotten so far.

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

1. Meticulousity – with the gigantic size of data shoved into my face, I was often overwhelmed when dealing with the semester report drafting. The situation forced me to pay extra attention to minute details in order to make sure that the numbers on the data added up.
2. Awareness – due to a miscommunication with my supervisors, I had failed to notice that we got no camera with us during the event. Hence, we had to contact the office and asked one of our drivers to fetch it for us.
3. Well-managed communication – most of the time, I had been involved in team projects which required the presence of this skill.



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

There were quite a few bumps I faced throughout the event: the forgotten camera, the momentarily-missing voucher for draw-winners and the absence of an EO team. First thing first, due to the lack of communication, there was a misunderstanding on who were supposed to bring the office camera. I thought one of my supervisors had it with her, while she assumed that I had already picked it up before we left the office. We ended up requesting the help of one of our drivers and I had to hurry downstairs – then upstairs again – to fetch the camera before our client noticed something amiss. Then, when it was time to draw the lucky winners for a set of door-prize, I was asked to carry the fish bowl as well as three envelope-clad vouchers inside the cinema after the movie ended. However, our client wanted the draw postponed until the journalists had had their breakfasting dinner. We had to rush outside the cinema and I was immediately told to take care of several logistics – and it was when I lost track of the vouchers. I panicked when I realised that I no longer had them with me and searched every nook and cranny of the venue to locate them. Thankfully, we found them on the laptop case of one of my supervisors not long after. I felt bad since it was probable that I had handed them to someone in the midst of frenzy. Another thing that I regretted was the lack of an EO team hired for the event. We had to take care of everything – from event preparation to logistics – ourselves and went beyond our purpose as a PR agency.

**Submitted by,**

**Wulan Devi Nargucie - Intern**

**Date : July 14, 2015**

**Read and acknowledged by,**

**Shima Parawathy – On-Site Supervisor**

**Duly Stamped**

**Date : July 14, 2015**

<b>Form No</b>	<b>ICC/03/INT/BWR/2011</b>
<b>Form Title</b>	<b>Internship Biweekly Progress Report</b>

<b>Name</b>	<b>: Wulan Devi Nargucie - 016201200110</b>		
<b>Company's Name</b>	<b>: PT. Interpublic Group of Companies - Golin</b>	<b>Department</b>	<b>: Corporate Intern for Mondelez Indonesia</b>
<b>Supervisor's Name and Title</b>	<b>: Ms. Shima Parawathy – Public Relations Associate at Golin Indonesia</b>		
<b>Working Hours</b>	<b>: 9 (7 am to 4 pm)</b>	<b>Report Period</b>	<b>: July 13, 2015 – July 24, 2015</b>

**A. Describe your principal assignments, responsibilities, for the past two weeks**

1. Media Monitoring – the details of this work involve screening through the papers in order to find relevant pieces of news regarding our clients. Although I am especially assigned to monitor the media for Mondelez Indonesia, it doesn't allow me to be negligent towards the interests of other clients
2. Drafting Post-Event Coverage Report – as it was nearing the long holiday of Eid Al-Fitr, I was asked to assist in the drafting of coverage report for three of Mondelez Indonesia's recent corporate events i.e. Kraft Food Service Roadshow, Mondelez Indonesia Food Service Press Conference and Mondelez Indonesia Media Breakfasting. The reports contain several things in general: the screen-capture or scanned image of the articles, the summary of the news pieces, the ad value, the media impression and the PR value.
3. Filling In for Mazda Media-Tracker – since a fellow intern who was in-charge of Mazda had called in sick for a few days, I had to temporarily shoulder her workloads which primarily revolve around rummaging through both online and printed media to find relevant articles and calculate their ad value, media impression as well as PR value.
4. Grooming New Intern – prior to my departure, I had one last responsibility and that was to show a new intern – the one who will replace me to do the works for Mondelez Indonesia – around and get her familiar with the responsibilities.

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

1. Teamwork – prior to the long holiday of Eid Al-Fitr, we were faced with a pile of assignments and had no choice but to divide them among us in order to meet the deadline.
2. Self-Appreciation – I have committed a few mistakes in the past, and while the impact taught me to take a more prudent approach, I was sure it had more or less diminished whatever confidence I had in myself. Nevertheless, on my last day as an intern in the office, both the Associate Director and the Head of Operations summoned me – on two separate occasions – and offered me an opportunity to continue working there as a full-timer because I apparently “have received positive feedbacks from the Associates.” Although I am sure the statement has been somewhat too generous, it nevertheless has mended my crushed esteem, telling me that I could only grow if I allowed myself to.



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3. Leadership – having a new kid under my care had made me realize the gravity of this much-needed skill. I had to make sure that she understood my explanation just enough, without being overwhelmed, by directly showing her how to do things right. I was careful to give her enough space to develop while maintaining a watchful eye to avoid unnecessary mistake.

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

The past two weeks have been relatively serene. I think the toughest part was when I had to welcome this new intern under my wings. The thing is, I did not exactly have a perfect start when I just came in the office. Beside being unfamiliar with the industry, I also found it hard at first to communicate with my fellow interns. Hence, I did my best to introduce the job to this new girl, pardoning the occasional slips that she makes and showing her how to correct them. In a bid to leave on good terms, I have also made certain that I did not leave a responsibility unfulfilled and keep on reminding myself to stay in touch with the people there in order to build an appropriate rapport.

**Submitted by,**

**Wulan Devi Nargucie - Intern**

**Date : July 24, 2015**

**Read and acknowledged by,**

**Shima Parawathy – On-Site Supervisor**

**Duly Stamped**

**Date : July 24, 2015**