INTERNSHIP REPORT 2020

ARKED PRINT

ARKED PRINT COMPANY

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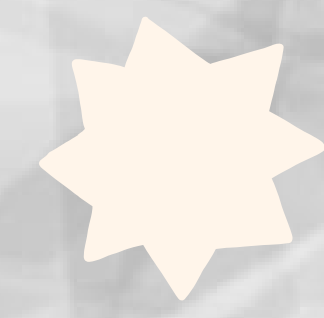COMPANY SUPERVISOR :
PUAN NORAYATI BINTI KARIM

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COMPANY PROFILE

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Company Background

- The company was established in 2006 under the name Arked
Print with the services provided in relation to printing. In 2008 The business continues to grow in Kota Belud area and is gaining popularity customers until now. The managing director of this company Mr. Tentera Gulang (42 years) is a well-known entrepreneur and successful in the printing business (Arked Print).
He is from Kampung Sembirai ,Kota Belud and majored in Graphic Fine Art (Eletronic Art). In addition, he is a graduate of Universiti Malaysia Sarawak (UNIMAS).
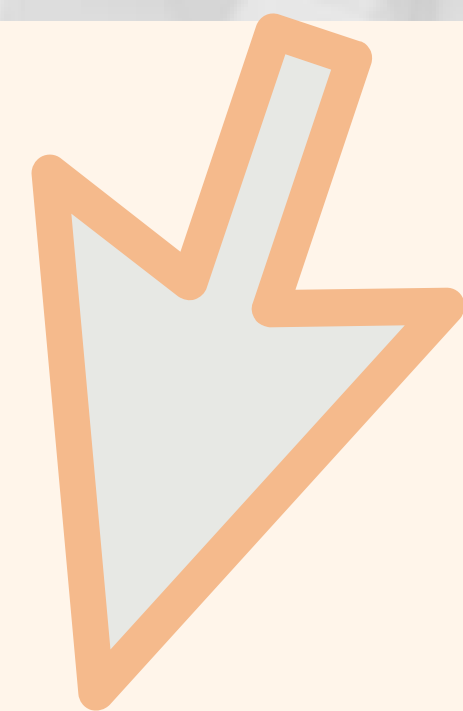
- Besides as entrepreneur, he is also a teacher and lecturer at the Smk Taun Gusi (SEMTASI) from 2002 to 2016. However, he has moved to SMK Pekan 2 Kota Belud in 2016 until now. Mr.Tentera Gulang is the 7th child out of 12 siblings. As a successful entrepreneur, Mr.Tentera Gulang is seen as a man of high vision for the Arked Print company. This is possible seen in the rapid growth of his printing company in 2008.

- Among the major services provided in Arked Print are printing such as banners, signboards, billboards, backdrops, perspect, stickers, business cards and wedding cards. In addition, Arked Print also provides services such as making stamps, nametags and a variety of goodies. Among the goodies include trophies, pandents, machetes,plaque, plate, mug, frame and certificate. All of these services are indispensable nowadays. Printing services are not limited to any particular occasion for a customer who wants to run a business is also very much needed printing advertising services with the aim to attract the public. Therefore, Arked Print also helps customers grow their business. The advantage offered to customers is that Arked Print has their own designer (graphic) who is experienced in making various designs for printed. It is also known as a full service offering including design, as well as consulting on the shape and size of the printing.
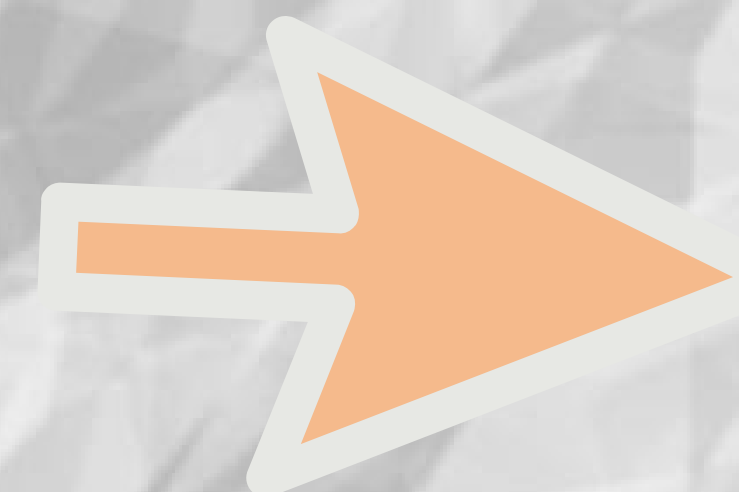
- For example, a customer who wants to make a banner they just need to provide the information that their needs to be written on the banner. Meanwhile, the design on the banner will be personally designed by Arked Print employees who have expertise in their respective fields. Customer satisfaction with design results(design) is a priority that employees at Arcade Print need to keep in mind. With the development and advancement of Arked Print, Mr. Tentera Gulang has 4 shops and its own building, Wisma Arked Print. At Wisma Arked Print, he also sells 24 different types of items. In addition, he joined provide stationery supply services, A, B and F contractor licenses, Cushions, Boutique and Property. In conclusion, Arked Print is a leading company customer satisfaction. Their priority is to help their customers insolve problems so that success can be achieved together.

Arked Print's Vision, Mission and Objective

Arked Print Vision

• To be the best advertising and printing services in Kota Belud.

Arked Print Mission

• Provides various printing and advertising services for customers. These include banner printing, rocking, signboard, backdrop, cop,wedding cards, business cards, trophies, gifts and others services.

ORGANISATIONAL STRUCTURE

DIRECTOR

TENTERA BIN GULANG

MANAGER

NORAYATI BINTI KARIM

GRAPHIC DESIGNER

-HAFFIZAN JARMAN

-ALIFF JAMJIN

IZATUL NAZWA MUAZAM HUALI

UR FARAHIEN MATHUALI

MARKETING

RUKANEH NORJALEH

PRODUCTION

EVANS GIMIN
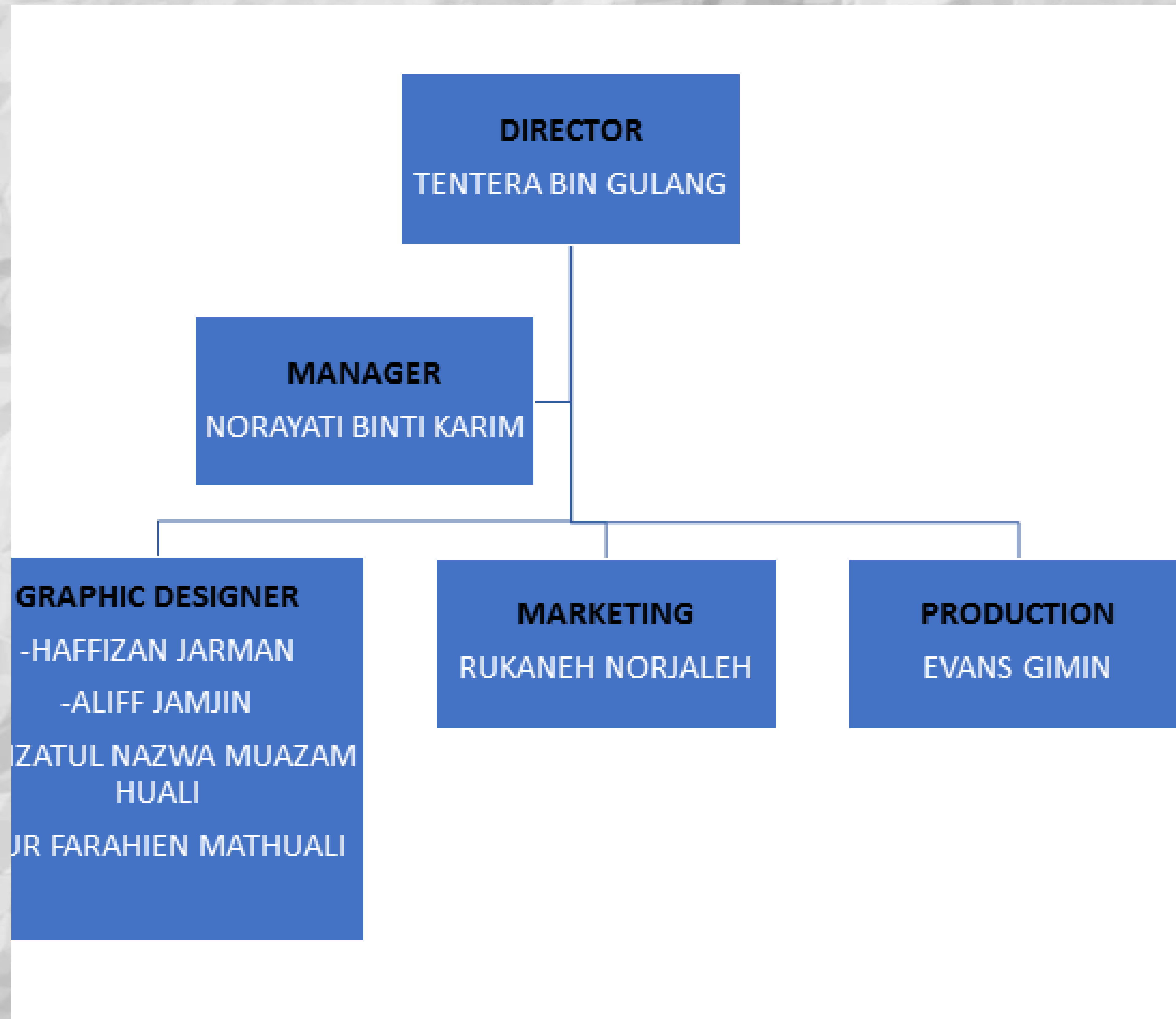
ISSUES IDENTIFICATION

BACKGROUND OF STUDY

INTRODUCTION

This chapter will be start with the background of study, which provides an overview of enhancing the social media marketing strategies of Arked Print. The evidence of demand on printing brands among consumers will also be mentioned. The problem statement addresses the various issues that will be identified in this study. This then followed by the statement of problems, research questions, research objectives, scope of the study and the significant of study.

Background of Study

The printing industry is one of the important industries in Malaysia and has been started almost 200 years. Nowadays, this industry has made tremendous progress in economic growth. The rapid development of technologies and the new trends of consumer requirements make the printing industry face challenges in sustaining business. The objective of this study is to explore the challenges related with survival of the commercial printing companies in Malaysia. A qualitative approach by employing interviews with owner or the top managements from the selected commercial printing companies is employed.

The printing industry prints products ranging from newspapers, magazines, and books to brochures, labels, newsletters, postcards, memo pads, business order forms, checks, maps, T-shirts, packaging and also banner print. Kota Belud was one of the developing district just like in Kota Kinabalu. The development in the district were build well just like in others developing district in Sabah for example Tuaran , Penampang, Ranau and Putatan. Other than that, printing industry is currently also growing rapidly just like the environment in Kota Belud. There are few shops or company in Kota Belud that doing printing business. Its including Arked Print, TJ Printing, Nurain System, Matahari Printing and Kedai Photostate Bahagia. All these shops are located at the centre of town in Kota Belud, and people can easily reach the shops to get their services.

Before the exist of printing shop in Kota Belud, the citizens in Kota Belud are in trouble where the must go to Kota Kinabalu to get the print service. Other than printing products ranging from paper, the banner printing is also quiet popular in Kota Belud. This is because there are only two company that have the banner print machine. The main target of this research paper is to enhancing the social media marketing strategies of printing shop, figuring the customer satisfaction on the printing shops in Kota Belud.

STATEMENT OF PROBLEM

. The purpose of the study is to determine the meaning and important of customers satisfaction through the word of mouth, perceived quality and created social media in Arked Print company by the manager of company and the customers

Customer satisfaction plays the most important role in total quality management. In comparison with other traditional performance measures, customer satisfaction is probably less sensitive to seasonal fluctuations, changes in costs, or changes in accounting practices (Kotler, 2006).

Customer satisfaction is also defined as a measurement that determines how happy customers are with a company's products, services, and capabilities. Customer satisfaction information, including surveys and ratings, can help a company determine how to best improve or changes its products and services. An organization's main focus must be to satisfy its customers.

RESEARCH QUESTIONS & RESEARCH OBJECTIVES
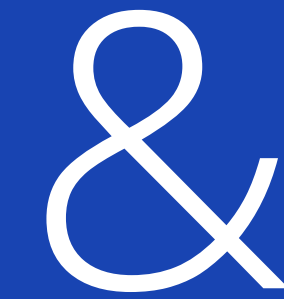
RESEARCH QUESTIONS	RESEARCH OBJECTIVES
i. What are determinants of customer satisfaction and how the manager and customers define it?	i. To determines the meaning of customer satisfaction from the manager and the customers point of view.
ii. Is there any different of word of mouth and what important the word of mouth from the manager and customers point of view ?	ii. To determines the meaning and important of word of mouth from the manager and the customers point of view.
iii. What are the different perceived quality requirement from the manager and customers point of view?	iii. To determines a the meaning of perceived quality from the manager and customers point of view.
iv. What factor influence the company to created social media for their customers ?	iv. To determine the factor that influence the company to created social media for their customers.

SCOPE OF STUDY

- The scope of study is focused on marketing, from the perspective of people which have intention to get printing service and towards their satisfaction on printing shop in Kota Belud. This study will utilize qualitative method for its methodology. Qualitative Research is primarily exploratory research. It is used to gain an understanding of underlying reasons, opinions, and motivations. Itprovides insights into the pr oblem or helps to develop ideas or hypotheses for potential quantitative research.

- A good example of a qualitative research method would be unstructured interviews which generate qualitative data through the use of open questions. This allows the respondent to talk in some depth, choosing their own words. Photographs, videos, sound recordings and so on, can be considered qualitative data.

SIGNIFICANT OF STUDY

- The significant of this study is to understand the customers satisfaction towards the printing shop in Kota Belud, Sabah. The research conducted will suggest or bring out plans and solution to the printing shops companies in order for them to make any improvement or adjustment. Other than that, findings will help the printing shop company to know the most critical factors which will lead to customer purchase intention whether in short term or long term.

- The information that is obtained from this study will act as a guideline for the printing shop company to understand the demand from their customers in order to fulfil customers satisfaction on printing industries.

LITERATURE REVIEW

Customer Satisfactions

Customer satisfaction usually will include the attributes of the product that describes the product features and benefits towards the consumers. The Customer Satisfaction Index (CSI) model is a structural model based on the theory about customer satisfaction that create a few factors such as quality, value, expectations of customer and the image of the certain company **(Fornell et.al.,1996)**.

Other than that, Customer satisfaction has been one of the top tools for a successful business. Customer satisfaction is defined as an overall evaluation based on the total purchase and consumption experience with the good or service over time (**Fornell, Johnson, Anderson, Cha & Bryant 1996)**. With marketing, customer satisfaction also comes along with it which means it ascertains the expectation of the customer on how the goods and services are being facilitated by the companies.
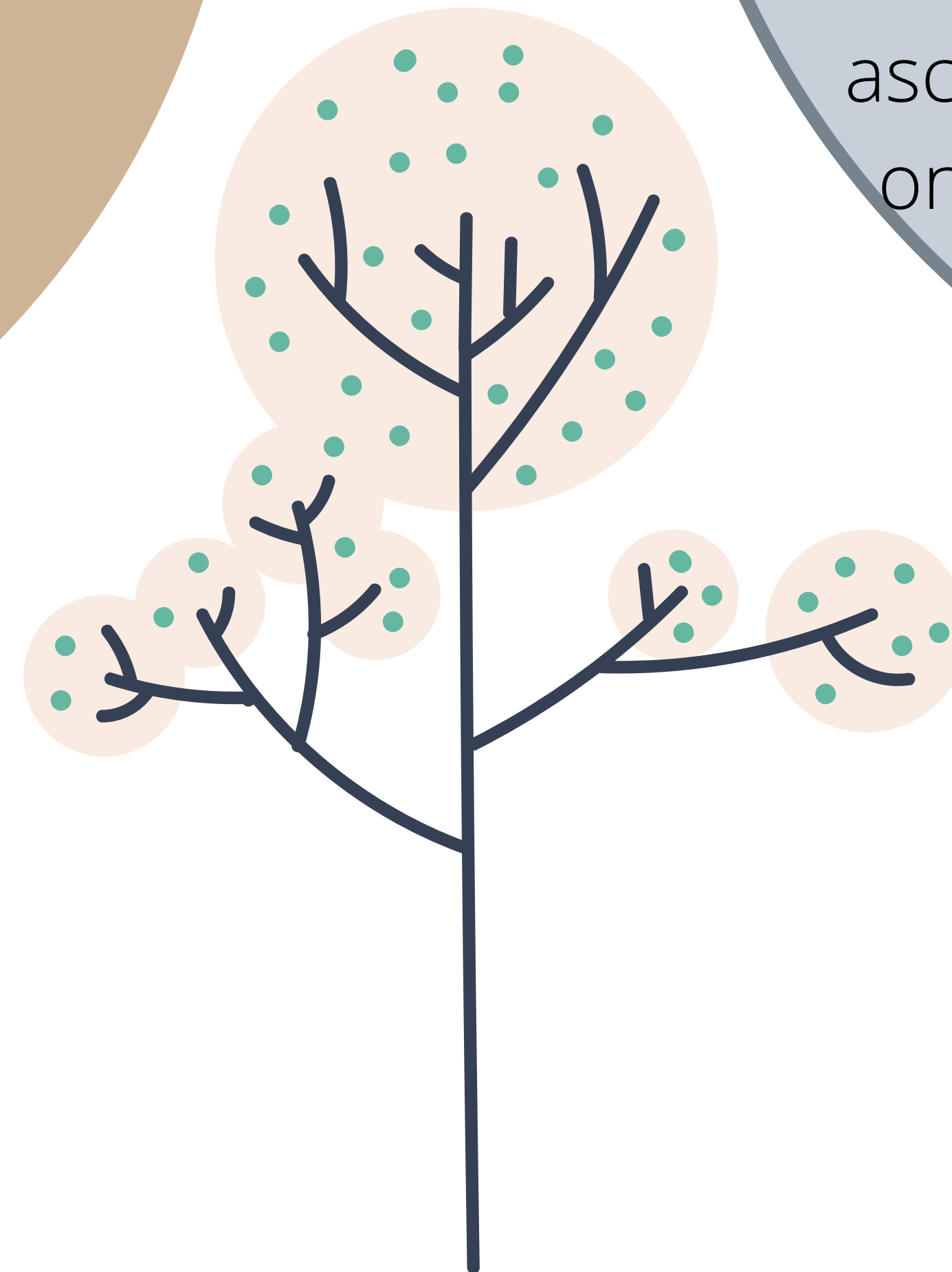
Word Of Mouth Communication

In this study, word-of-mouth refers to someone's personal communication with family members, friends, and associates about the medical services provided **(Kotler, 2006).** Social influence via word-of-mouth has been considered as one of the most important factors that influence brand image **(Riezebos, 2003).**

Word-of-mouth can instill the brand message in the mind of consumers, and it leads to a better understanding and impression of the brand as a whole. It has been found to have a strong positive influence on customers' perception of brand image and consequently on their purchase intention **(Jalilvand and Samiei, 2012).**

Perceived Quality

Perceived quality is a consumer's overall perception of the quality or superiority of a product or service over other available service products.
(Aaker 1991) considered it to be a common misconception that influences the brand's market share, prices and profits.

To qualify for this test and contribute to customer satisfaction, Arked Print must provide "extra service" which is a combination of high-quality professional service and excellent customer care, quality service that will delight the customer. This further increases the brand and the image of the company **(Shanthi, 2006)** and increase the value of its brand.

CREATED SOCIAL MEDIA

Since its inception in the earlier 1990s, social media has increasingly become the preferred method of media around the world. Social media tools such as chat rooms, forums, social websites or blogs have helped many companies advertise and communicate with customers effectively **(Kaplan and Haenlein, 2010).**

Regardless of the lack of studies that directly compare social media platforms, we expect that people actively use and engage with the various platforms differently based on the unique characteristics that each offers in terms of functionalities, interface, and content.

RESEARCH METHODOLOGY

Research Methods

 The interview protocols used in this study were based on meta-analysis findings of Walls, Okumus, Wang and Kwun (2011). The authors developed a protocol for in-depth, semi-structured interviews with Arked Print guests, and a parallel questionnaire for Arked Print's general manager, so that the perspectives of the two groups could be compared and contrasted (Table1).

Table 1 : Interview Protocol

A) Manager Questionnaires

1. Customer Satisfaction

-In your opinion, what does customer satisfaction mean to you?

- How important is it for you to ensure the customer satisfaction?

- How important for you to provide a good service quality for your customers   satisfaction?

2. Word Of Mouth Communication

- What is word of mouth mean to you ?

- Is it word of mouth important for the company business ?

3. Perceived Quality

- What defines the Perceived Quality ?

- Is the perceived quality being important for the company ?

4. Created Social Media

- What is Created Social Media means in your on words?

- Do your company have social media ?

B) Customer's Questionnaires

1. Customer Satisfaction

- As the costumer, what is needed to be satisfied?

- How satisfied or dissatisfied are you with the physical environment?

- How satisfied or dissatisfied are you with the employees' interactions?

- How satisfied or dissatisfied are you with the services from the company?

2. Word Of Mouth Communication

- From where did you know about the company?

- Is it word of mouth important for you before having service from the company?

3. Perceived Quality

- As the customer ,what defines the Perceived Quality ?

- Is the perceived quality being important for the customers ?

-What is your action if the product or services given are not received the perceived   quality that you needed ?

4. Created Social Media

- What is Created Social Media means in your on words?

- What customers want from the social media that can influence them to buy from the company?

The data collection used guided and semi-structured interviews. In semi-structured interviews, the researcher is free to ask follow-up questions and explore, even though the interviewer comes prepared with a list of topics or questions. An initial protocol of questions was developed, based on a review of pertinent literature, and divided into categories of Customer satisfaction, Word of mouth communication, Perceived Quality, and Created social media.

DATA COLLECTION & DATA ANALYSIS

With the general manager approval, the researchers also approached current guests and explained the study to them. In addition, the researcher asked through social networks for people who had been going to Arked Print shop to expand group of participants.
For a phenomenological study, Creswell (1998, p. 64) recommended 5 to 25 subjects. In addition to the manager, the researcher collected a total of 10 customers interviews from 5 men and 5 women who had been going to Arked Print . All the remaining customers are from Kota Belud area and this is good because there know which company serve the best service printing area in town.

By this analysis, the content meaning was reduced to core concepts **(Kvale, 2007)**. Once the person-by-person analysis was complete, the researchers ranked the interpreted data by concept, compared to the entire body of data, in order to examine the nuances and the different points of view. Then, the researchers established the comparisons between Arked Print manager and customers, and selected quotations to illustrate the various points.

FINDINGS

This section presents the findings resulting from analysis of the interviews with the manager and customers. The analysis synthesized the comments of the manager and customers based on the conceptual framework consisting of three dimensions or themes which are the customer satisfaction, word of mouth, perceived quality and created social media. These themes allowed careful analysis of the perspectives of the participating manager and customers, even though they were closely related and overlapping, in practical terms.

Customer Satisfaction

The dependent variable in the conceptual framework and the data analysed for this study is Customer Satisfaction. The manger of Arked Print had clear ideas about specific indicators about customer satisfaction. For customers, there are many answers given for their ideas about customer satisfaction.

Customers often described "being satisfied" as when they feel that the value of service received is equal to or greater than the price they paid. Miss Nur Jannah explained, "If I paid 10 ringgits for a service, I cannot expect receive a service which was worth for 100 ringgits. If I paid 100 ringgits for a service, I must receive a service which is worth those 100 ringgits. Otherwise, I am dissatisfied." Encik Ishak made a similar comment, saying, "I am satisfied when the quality of service is matching what I need or goes over it, when the service exceeds the money I spent." Moreover, interviewees affirmed that people experience satisfaction when the services meet their expectations. For instance, Encik Ahmad and Puan Seri the married couple said "I am satisfied when I get what I want." Encik Benny responded in the same fashion, saying, "I am satisfied when the printing services by Arked Print met all my expectations or when my dissatisfactions were minor."

The manager of Arked Print defines the Customer Satisfaction as the customers who return back to the company to use another service. "If the customers who come back to the shop, and make another service that provided, it defines customer satisfaction for me". Furthermore, the manager agreed that customers are satisfied when they get what they want, and when the company offers all the services they need and matches their expectations. Like in Arked Print, there are using their own designer to help customers reach the design on what there want. For the next question, "It's very important for me to ensure the customers satisfaction, because there are many challengers nowadays in Kota Belud about the services. Its not like 10 years ago, when the company is the one and only that have in Kota Belud, so if customers didn't reach their satisfaction, there will leave and go to other printing company services" The manager also said that, if the company make a mistake, there will surely say sorry and improve their mistaken.

According to the comments of the manager, the offering of a maximum level of service is a strategy to achieve the goal of high customer satisfaction. They cited many services that are expected in Arked Print, including the major services which is Banner design and printing, trophies, pendants, machetes, plaque, plate, mug, frame, certificate, cops and stamp.

But some customers that the researcher interview was dissatisfied for the company services. Just like Encik Jibin from Kampung Lasau Tintapon, were dissatisfied because of the time consuming taken problem. He complained, why the banner that he sends for about a week were late to finish. Encik Jibin were the company regular customers, so he said "Normally, its only take 3 days for the banner to finish, but this time its almost for a week". Then the designer said, that was their fault when there misses place to the design given. And Puan Nilam also complained the same things which, the cops that she made were late to finish.

About the physical environment and the employee's interaction, all interview customers are very satisfied about the service given. Encik Khan and Miss Annie both say, the physical environment in Arked Print was so in peace and cool. The staffs treat customers kindly and calm. There always with their smile while handling their customers. The physical environment in the company is always clean and the area is comfortable and not crowded. On the other hand, all of interviewees fully appreciated the space area that it was simple, comfortable, and clean. It was clear that satisfaction with respect to customers was highly depend on the expectations of each individual customers. Overall, from 10 customers that the researcher interview, only 2 dissatisfied and another 10 were very satisfied with the service given.

Word of mouth communication

The first independent variables in this research is WOM. First of all, the manager defines the word of mouth communication. "WOM means when the customers or the outsider talk about the company". They will talk about the services, products, and the environment about the company, either its good or bad talking. So as the manager, she ensures that the staff will give a good service to their customers so the outsider can talk good about the company. "WOM is very important, so the outsider will know what are the company service and products provided.

As for the customers that interviewed, they said the word of mouth is very important. Word of mouth tells the service and products quality before there enter to the company. 6 from 10 interviewed knows about the company from their friends and relative. Another 4 is from social media such as Facebook, Instagram and websites.

Encik Ahmad, Puan Seri, knows the company in Facebook, where Arked Print updated the page everyday to make customers and outsiders easy to knows the company. " It's a long time ago, we want to make new banner for our restaurant, but we don't have many time, suddenly my son open facebook and see Arked Print post" Puan Seri said. While Puan Latifah and Encik Benny knows the company in Instagram. The 6 others customers interviewed knows the company from their friend which is from their work mate like Encik Ishak, Encik Jibin and Miss Nur Jannah , these three customers is a teacher in Kota Belud, so there know the company from others teacher from their own school.

In addition, Puan Nilam and Miss Annie work at the government sector and Encik Khan is the businessman. There knows about Arked Print company from their friends and relatives. " All my friends suggest to do stamp in Arked Print" said Puan Nilam and Miss Annie. " My cousin suggest me to do the signboard in Arked Print because the employees here were experience to do sign board that I want" Encik Khan said.

Perceived Quality

The manager defines the perceived quality as the customers perceptions about the overall service given by the company. " The most important things in business is about the quality that given to the customers. We must do and give the best quality to the customer to make their good perception about the company". Arked Print managers said. So she agreed with the question that perceived quality is being important to the company.

Regarding to the customers, there all agreed that Perceived Quality is important to the company. "If the company doesn't give a good quality service to their customers, customers will easily go, leave and find another shop to have their service" Encik Ishak said "Perceived Quality is the impression of excellence that a customer experiences about a product and services, while using the service in Arked Print, I experience a good services that given by the employees and the product shown very good in quality" Miss Nur Jannah.

The action that there will do if there the product or services given are not received the perceived quality that there required is there will return back the products such as banner, stamp and sign board to the company and will requested the company to re-do the products again. "Perceived Quality is about the perfection to achieve, not when there is nothing more to add but there is nothing left to do" Encik Kibin said.

CREATED SOCIAL MEDIA

. The manager said that "social media has impacted many aspects of human communication, thereby impacting business. Social networking has become daily practice in some users lives, same as in the company, using social media making easier to the company and the customers to reach each other". In Arked Print company, there also use social media to give more impact to their business. There have Facebook page, Instagram page, and website page. The use of the social media create a great impact to the company, because nowadays people are using their handphone and any electronic gadget to connect with the business.

As for the customers interviewed questions, what there want from the social media to influence them to use the company service or buy products from the company is there want some unique and interesting post. " The company need to improve the ways of how to advertise their products and services in Facebook" Encik Ahmad said. The uniqueness from others company post is needed to attract customers to come to the company. Other than that, the factor that can influence customers to buy or use the service from the company is when there see the promotions, discounts or sale on the social media. " We see the Arked Print deals with promotion on designing and printing on the same rate in the Facebook. So we attract to the promotion " Puan Seri said.

Encik Benny and Puan Latifah who found the post in Instagram suggest to do the creative ways and post in story in Instagram so that people will know the company well. " The way the company take the picture of the products must be more creative and use effect of Instagram" Encik Benny said. While Puan Latifah 28 years old mom that always use Instagram in her lives said " The company should post in Instagram story too, so customers can see your products" .
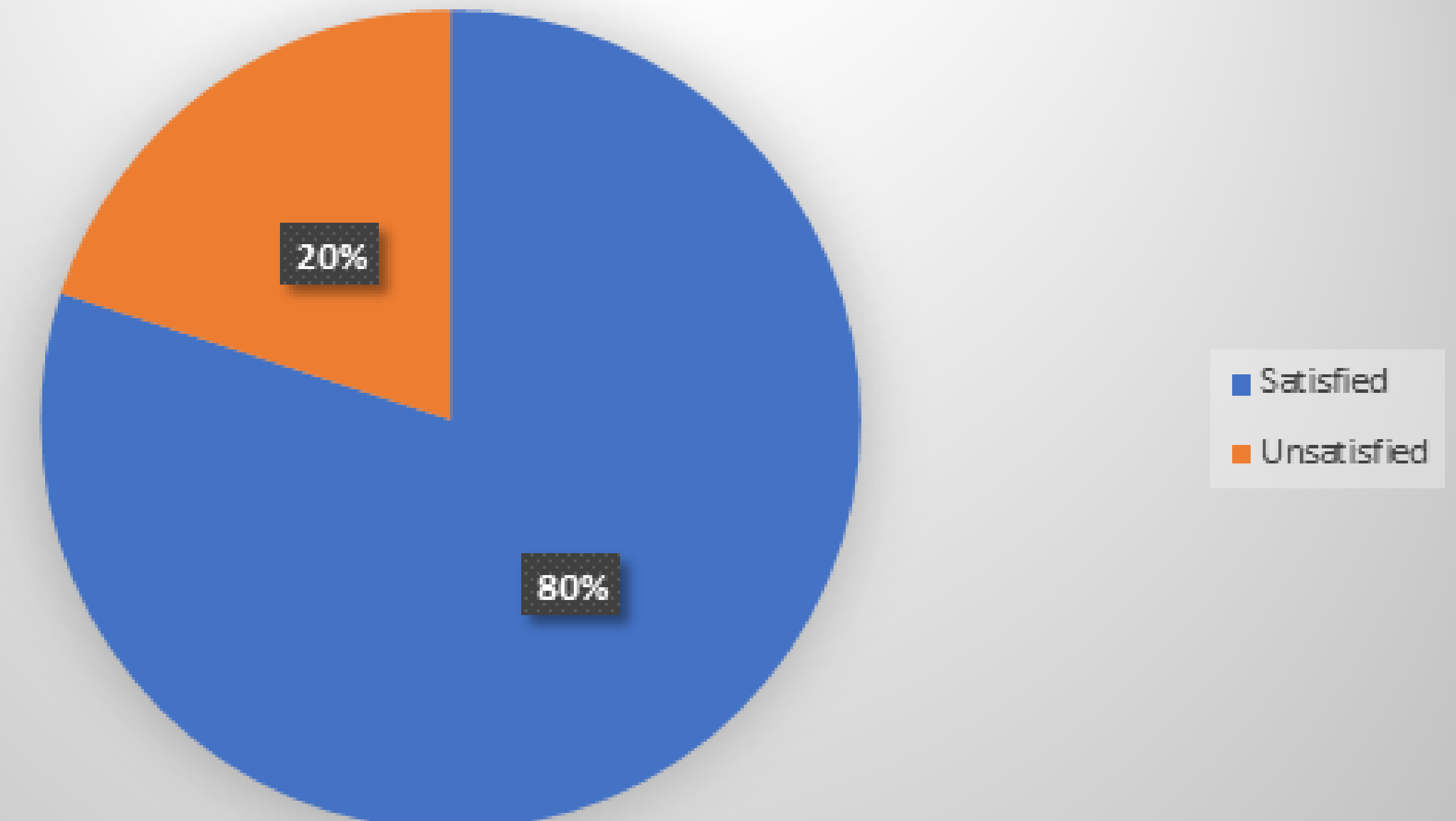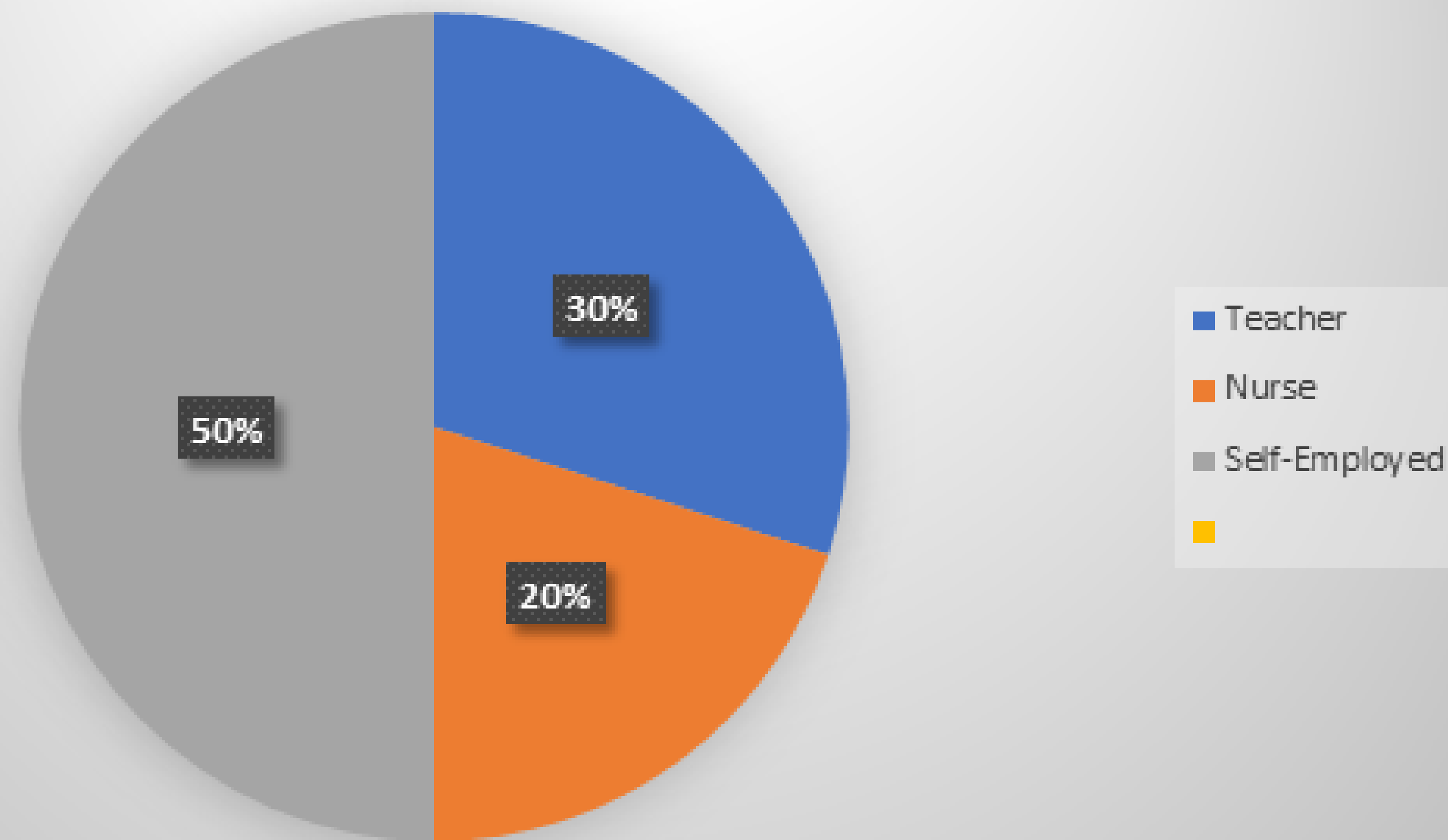
Findings percentage

SEX

■	MAN
■	WOMAN
■	
■	

50%   50%

Customer satisfaction

■	Satisfied
■	Unsatisfied

20%   80%
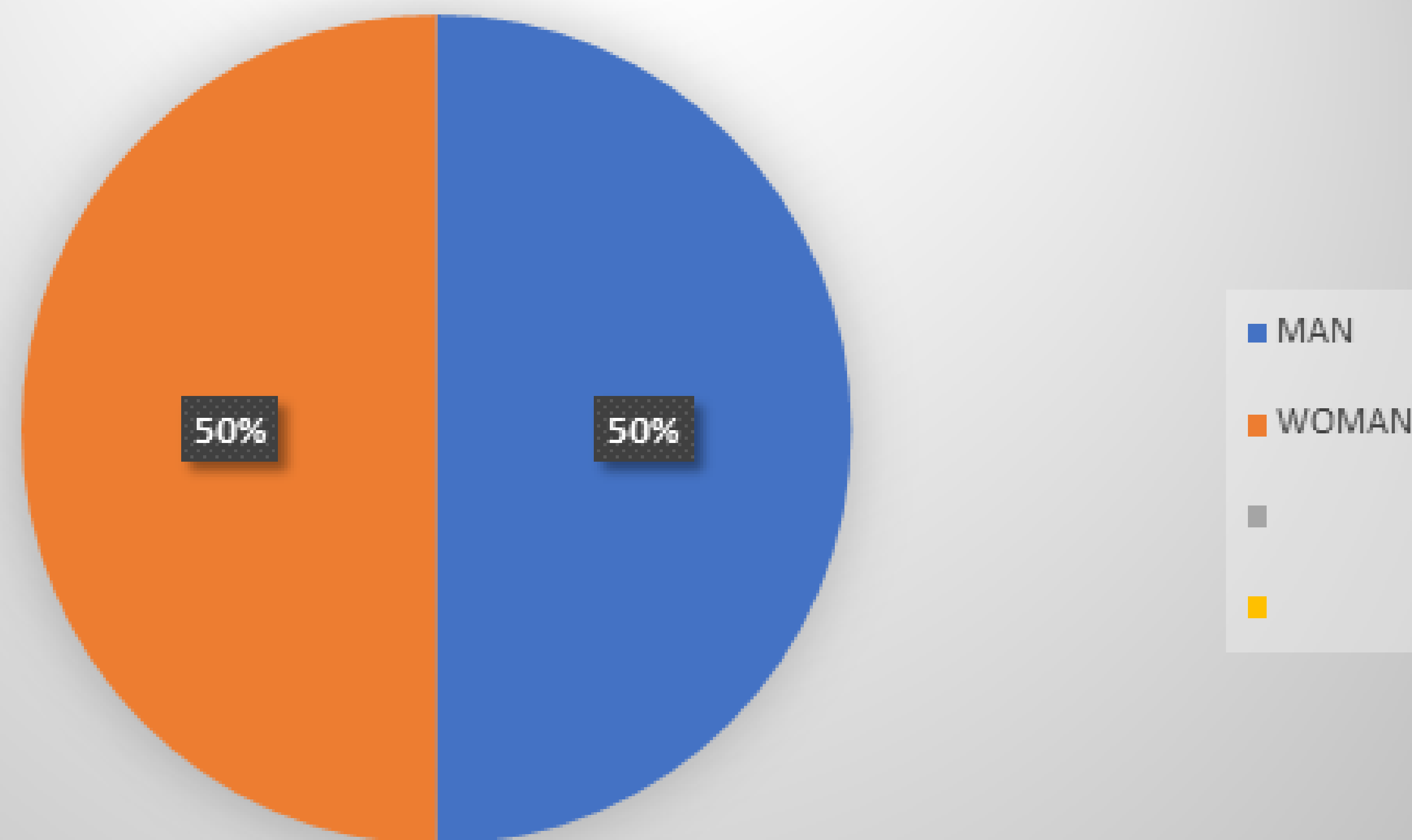
- In this research, the researcher use the phenomenological study, Creswell (1998, p. 64) recommended 5 to 25 subjects. In addition to the manager, the researcher collected a total of 10 customers interviews from 5 men and 5 women who had been going to Arked Print . All the remaining customers are from Kota Belud area and this is good because there know which company serve the best service printing area in town.

- According to the customer satisfaction, in 10 customers who had been interviewed by the researcher, 8 were satisfied with the services given by the company and 2 were unsatisfied because of the late services by the company.

Occupation

- Teacher — 30%
- Nurse — 20%
- Self-Employed — 50%

WOM

- Facebook — 20%
- Instagram — 20%
- School — 30%
- Relatives — 10%
- Workmate — 20%

- In this research, there are 3 teacher, 2 nurses and the others are self-employed. Encik Ishak, Encik Jibin and Miss Nur Jannah are the teacher and Puan Nilam and Miss Annie are the nurses. While, Puan Seri and Encik Ahmad (the married couple) were the restaurant owner, Puan Latifah was the spa owner, Encik Benny the muay thai class instructor and Encik Khan has his own spare part shop.
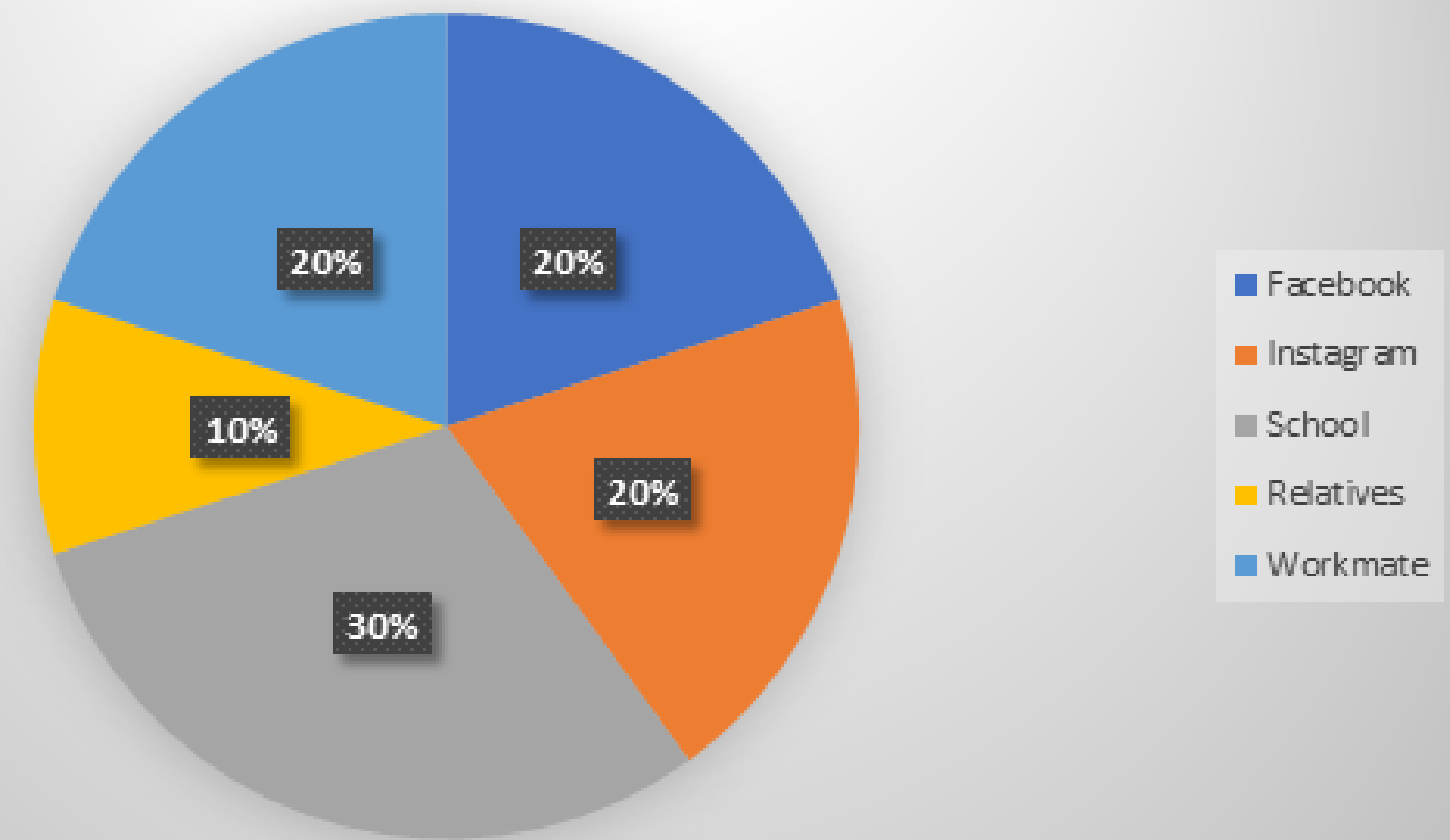
- For the word of mouth, there are 5 ways the customers that have been interviewed knows about the company. Which are from Facebook, Instagram, School, from their relatives and from their workmate. From facebook, there was the married couple , Puan Seri and Encik Ahmad, Instagram there were the spa owner Puan Latifah and Encik Benny who was the muay thai class instructor. The three teacher, Encik Ishak, Encik Jibin and Miss Nur Jannah knows from their school, the nurses Puan Nilam and Miss Annie knows from their workmate and lastly the spare part shop owner Encik Khan knows from his relative which is his cousin.

Discussion

- The overarching goal of this study was to explore concepts of Customer Satisfaction, Word of Mouth, Perceived Quality, and Created Social Media and to identify differences in the criteria used by manager and the customers of Arked Print company to define these concepts, using qualitative methodology, in order to provide a high understanding

- The major findings of the study were that (1) There were no fundamental disconnects in the respective understandings of managers and guests were found. (2) The managers evaluated satisfaction in terms of services provided, as well as the customers, but some customers defines satisfaction in terms of their value received for the price of services and products that their buy, and (3) customer satisfaction, word of mouth, perceived quality and created social media were closely related in the interview data collected from the manager and customers, and not concepts distinct from each other.

- Although some studies (Nasution & Mavondo, 2008), have found that what managers thought they delivered did not match what customers actually experienced, in this study the manager appeared to understand that the experiences and needs of their customers.

- The customers differences in how these experiences and needs were described were the result of different vantage points, as opposed to different core understandings.

Recommendation

- Firstly, the company must maintaining the good relationship with their customers. As the researcher knows, Arked Print was among the earliest printing company build in Kota Belud, so the company already has their regular customer. In order to make their customer loyal to the company, the company must keep the good relationship with them. Customers are a part and parcel of the business.
- There are times when they can be unreasonable but do the best to reason with them. By all means, try to meet the customers' needs if it is possible. What do the company need is customers that keep repeating orders and want to do business with the company. Be attentive and address their needs by being helpful, friendly and also polite.

- Other than that, use social media marketing. In this era, everyone's knows that all need internet to make their business run easier and smooth. Social media marketing is a powerful tool for the company to get leads and gain more customers. The use of Facebook and Instagram will help to maintain and establish the business reputation. What the company can do is to create a business page with the contents reflecting your business's purposes. Post images of the company's products and services and keep the content fresh. This will allow the followers to be updated with the company business.

- In addition, the company should offer promotion for their products and services. Morevoer in the pandemic problem, income of the company is not stable, same as their customers. The company should offer some promotion to attract back their customers. By having a promotion deal, this will help the business to grow. This will also keep the printing business running and not out of jobs. But do not over flooding the customers with too many promotional offers. This will lead to the impression that the business is becoming desperate.

- Lastly, build a network. Having a strong networking is important to ensure the success of the business. This is because it can help the company to grow and build the business. The printing industry is a highly competitive industry. The company need to stand out in the market. One thing that the company can do is to get involved with the community by associating with others in the same industry by attending forums or featuring the printing products in any events. This is a good marketing as it helps others to recognize the company's brand.

CONCLUSION

- Customer satisfaction has become the one of the main motivations to improve the Arked Print company business. The purpose of this chapter is to explain on the finding outcome from the beginning chapter. On this chapter will begin with the discussion of the main findings in the study. This chapter will be explaining and observing all the research question. In addition, this research can be useful for the researchers and company to make a reference of the characteristic in the future development.

- From the questions that given to the manager and the interviewed customers, almost all have their positive answers through the Arked Print company. Either the manager or the customers giving their opinion and suggestion to the company. This will lead to the good conclusion to the company. Lastly, the benefits of this understanding can manifest themselves both in the planning and execution of the physical and service features, and in the way the hotel communicates about itself in advertising and public relations materials.

SIGNIFICANCE

To the Organization

- This study had many positive impact to the company, where the company can know what their customers wants and needs in detail. Its also having a good customers experience to give feedback face to face to the company, so the company knows what they should do in order to fulfill their customers satisfaction.

To the Employees

- This study realize to the employees of the company to always give a positive attitude to the customers. Positive attitude can make customers stay longer to the company. The employees also must always being ready ,available and willing to take a job from their customers. The employees must also maintain a good work ,so the customers can fulfill their satisfaction.

To the University

- This study fulfill the requirement of the authors to make a qualitative research on the Arked Print company. This study expose the author to the reality of work environment. Its also created so that they don't feel awkward when they start working soon.

Self- Reflection

Internship program is able to build students' self-confidence to face anything assignments and trials in real work later. Self-confidence can be nurtured through experience gained from internship program. During internship program, students will exposed to a variety of work experiences. So experience will strengthen students' soft skills and in turn increase self-confidence in them.

In addition, students can apply the knowledge that there learned in class to the current internship program. Students have been taught with many theories during lectures but yet they may not know how to apply it in reality. Through internship program , students can learn how to apply theory in work. Practice is necessary made so that students can understand more clearly the knowledge they have learned. Not only that, students' knowledge of skills and techniques will also increase. Students be able to learn new skills and technologies while undergoing the internship program.

Finally, internship program can foster a spirit of cooperation. For example, students are placed in a unit along with other staff and given job. Students and staff will interact with each other to complete something job. In addition to working together, students can also build good relationships with staff in an organization. The concept of teamwork is very important in the world of work to achieve an objective.

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APPENDICES