

Enhancing Students' Digital Communication Skills Through Internship Programs: A Case Study at PT. Inovasi Utama Nusantara – MuseAkademi

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ABSTRAK

Program magang merupakan salah satu jalur penyelesaian studi di Universitas Nusa Putra, yang dirancang untuk membekali mahasiswa dengan pengalaman kerja nyata di bidangnya masing-masing. Laporan ini disusun berdasarkan kegiatan pra-magang di PT. Inovasi Utama Nusantara – MuseAkademi, sebuah perusahaan yang bergerak di bidang pendidikan dan pelatihan digital. Selama magang, penulis terlibat dalam berbagai kegiatan, termasuk membuat dan mengedit konten digital (postingan media sosial dan materi promosi), mendukung promosi acara dan kampanye daring, membantu menjaga kelancaran komunikasi internal dan eksternal, serta memberikan masukan untuk meningkatkan branding dan keterlibatan audiens. Metode yang digunakan dalam pengumpulan data meliputi observasi, wawancara, dan dokumentasi. Hasil dari kegiatan-kegiatan ini diharapkan dapat meningkatkan kompetensi mahasiswa dalam bidang komunikasi digital, manajemen media sosial, dan keterampilan kerja sama tim, sekaligus memberikan kontribusi yang berarti bagi perusahaan dalam mengembangkan program dan kegiatan berbasis digitalnya.

ABSTRACT

The internship program is one of the study completions tracks at Nusa Putra University, designed to equip students with real work experience in their respective fields. This report is based on the pre-internship activities at PT. Inovasi Utama Nusantara – MuseAkademi, a company engaged in education and digital training. During the internship, the author was involved in various activities, including creating and editing digital content (social media posts and promotional materials), supporting event promotions and online campaigns, helping to maintain smooth internal and external communication, and contributing ideas to improve branding and audience engagement. The methods used in data collection included observation, interviews, and documentation. The results of these activities are expected to enhance students' competencies in digital communication, social media management, and teamwork skills, while also providing meaningful contributions to the company in developing its digital-based programs and activities.

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1. INTRODUCTION

The Internship Track is one of the study completion programs at Nusa Putra University. For students who wish to become professionals in various fields of work in multinational companies, foreign companies, startups, state-owned enterprises, the industrial world, and various other companies after graduating with a Bachelor's degree (S1), this program is designed. To prepare themselves as professional workers, students can work/intern at companies/industries before graduation, specifically in the 6th and 7th semesters (for 1 year), with an extension of up to 3 semesters. During this period, students can delve into the skill requirements needed by companies and focus on mastering them, so that when they graduate, students already possess the skills needed by the company to be employed as professional workers. While students are working/interning at the company, it will be assessed as equivalent to 28 credits (SKS). The knowledge gained by students during their internship experience at the company can be used as material for research in writing their thesis in the 8th semester.

Nusa Putra University is one of the educational institutions tasked with developing competent human resources, ensuring that the graduates produced meet the requirements for specific fields and possess the necessary skills. In this regard, Nusa Putra University recognizes the importance of utilizing all available resources during the teaching and learning process. Therefore, Nusa Putra University organizes an Internship program to determine whether the knowledge and skills offered are in line with the demands of the working world. An internship is a learning process from an expert through real-world activities. Additionally, an internship is the process of applying knowledge and skills to solve real problems in the surroundings. (Azwar, 2019)

In an increasingly digital world, the ability to understand and utilize digital tools is no longer optional but essential. The rise of digital platforms, remote work, and online learning has significantly changed how individuals engage with education, business, and society. However, not all communities, especially students and Small and Medium Enterprises (SMEs), have equal access to the resources and knowledge necessary to keep up with these changes. Many still face challenges in navigating digital environments, managing online communication, or using digital platforms to promote their services. Therefore, initiatives that promote digital literacy and skills development are not only relevant but necessary to ensure inclusive and equitable participation in the digital economy.

One of the main contributions of this initiative is the implementation of training programs aimed at increasing digital competence among students and SMEs. These programs provide hands-on guidance in areas such as basic digital skills, digital marketing, content creation, social media management, and the use of online collaboration tools. The goal is to empower participants to utilize digital tools in practical ways that support their academic or business objectives. Additionally, participants are encouraged to be active creators of digital content, not just passive consumers, fostering critical thinking, creativity, and problem-solving. By supporting the digital growth of individuals and small businesses, the program helps reduce the digital divide and strengthens the local economy.

In addition to training, this initiative also involves supporting various digital activities such as creating and editing promotional content, designing social media campaigns, assisting in the planning and execution of online events, and ensuring smooth communication between internal teams and external partners. These tasks play a vital role in increasing visibility, improving engagement, and maintaining professional communication standards. Collectively, these efforts

reflect a broader commitment to community development through digital empowerment. With the growing demands of the digital era, such contributions are instrumental in building a more resilient, connected, and digitally literate society

Purposes

The purpose of participating in an Internship is to fulfill graduation requirements and as part of the Study Program Completion (SCP) that must be attended by final year students at Nusa Putra University. The specific objectives to be achieved from this activity are as follows:

- 1) Students can gain firsthand experience in the working world, which is different from the theories learned in class. This helps them understand the dynamics of the work environment and the practical application of their academic knowledge.
- 2) Internship experiences enrich students' CVs and increase their chances of getting a job.
- 3) Internships increase job opportunities for students, either at the company where they intern or at other companies that require the same skills.
- 4) Internships provide students with the opportunity to be hired as permanent employees at the company where they intern.
- 5) Through internships, students can develop practical skills relevant to their field of study, such as technical skills, communication, time management, and teamwork.

Benefits

a. For Students:

- 1) Gaining real work experience in the field related to their field of study.
- 2) Developing soft skills as well as mental, physical quality, and skills in the work environment.
- 3) Gaining insights into various career fields and understanding whether a certain field aligns with their interests and skills.
- 4) Building relationships with professionals in the industry who can be sources of information and job opportunities in the future.
- 5) Adding value to their CV with relevant work experience.
- 6) Increasing knowledge and experience about the real world of work.

b. For the Company:

- 1) Supporting the implementation of corporate activities in the field of human resource development.
- 2) Having additional workforce that can help complete specific projects or fill temporary vacancies at a lower cost.
- 3) Building good relationships and cooperation between the Human Resource Development Agency of Sukabumi Regency and Nusa Putra University.
- 4) Providing means to determine the criteria for the workforce needed by the relevant agencies.

c. For the University:

- 1) Building relationships with companies and industries outside the campus, which can open doors for further collaboration such as joint research or innovative projects.
- 2) Internships help strengthen cooperation between universities and the companies where students intern, enhancing good relations between both.
- 3) Internship programs allow universities to improve the quality of their graduates through work experience gained by students during the internship.
- 4) Internships enable universities to enhance cooperation with industries, helping students understand new technology trends and improve their future skills.

- 5) Internships assist universities in enhancing their image from past companies by providing opportunities for students to learn more about the companies and team culture.

Implementation Period

The internship period starts from May 1, 2025, to December 28, 2025. The internship activities will be conducted according to the working hours of PT. INOVASI UTAMA NUSANTARA - MuseAkademi, which are from Monday to Friday. The working schedule at PT. INOVASI UTAMA NUSANTARA - MuseAkademi is as follows:

Day	o'clock	description
Monday – Friday	9 Am – 12 Pm	Offline
	12 Pm – 1 Pm	Rest
	1 Pm – 3 Pm	Offline

2. RESEARCH METHODS

2.1 Data/Information Collection Method

The methods used in this internship activity are observation, documentation, and interviews. These methods are designed to provide a comprehensive understanding of the Implementation of Policies Regarding Work at PT. INOVASI UTAMA NUSANTARA - MuseAkademi.

2.2 Research Methodology

In collecting data, the author uses an explorative method conducted through exploration, deepening knowledge, and seeking new ideas. This method is used by the author to gain a clear picture of what is happening in the field regarding the work being undertaken. By using this method, the author aims to learn about the company and the field that has been chosen. The methods used below are useful for the author to facilitate the collection of data/information during the internship process at the company.

2.3 Observation

Observation is a technique of systematic observation and recording of the phenomena being investigated. Observations are made while students conduct direct observations of several activities undertaken by the company to gather the necessary data. In the observation, the writer directly observes the activities performed by the company's employees, including work processes, interactions between employees, and the methods used. This observation helps the writer obtain a clearer picture of how the company operates and how employees work. The purpose of this observation is to provide a real picture of how the company operates and how the employees carry out their tasks, which will be very helpful in preparing a more accurate and in-depth report.

2.4 Interview

An interview is a data collection technique conducted through face-to-face interactions and direct questioning between the researcher and the source. In this study, interviews were conducted with employees of the company related to the chosen field. These interviews assist the writer in obtaining more specific and detailed information about how the company operates and how employees work. The purpose of this interview is to gain deeper and more specific insights into how the company operates from the employees' perspective, which cannot be obtained solely through observation.

2.5 Documentation

Documentation is aimed at obtaining direct data from the research site including: relevant books, regulations, activity reports, photos, documentaries, and relevant research data. In this study, the documentation method is used to obtain data in the form of documents or records available at the company, including organizational structure, internship syllabus, tools used in the selected division, and other related documents. The author uses these documents to obtain data in the form of records stored from the documents needed to obtain information that the author has not yet acquired during the observation and interviews. This documentation helps the writer to obtain more complete and accurate information about the company and the chosen field. This documentation aims to provide comprehensive and accurate supporting data, so that the analysis conducted becomes more in-depth and structured.

3. RESULT AND DISCUSSION

3.1 Company Profile for Internship

3.1.1 Profile

PT. INOVASI UTAMA NUSANTARA - MuseAkademi Company Profile PT. Inovasi Utama Nusantara (MuseAkademi) is a company operating in the Information Technology (IT) services and consulting sector, focusing on digital solutions, application development and immersive technology. that develops practical courses, workshops, and learning solutions in technology, business, and creative fields.

3.1.2 Visions and Missions

The main goal of PT. Inovasi Utama Nusantara is to become a leading technology company Indonesia. PT. Inovasi Utama Nusantara aims to provide innovative and high-quality digital solutions that can support both businesses and education.

- 1) Developing useful and reliable digital products.
- 2) Supporting digital transformation in various sectors.
- 3) Creating innovative solutions, especially in modern technologies.

3.1.3 Logo



3.1.4 Company Location

Jalan Selat Karimata E6/1, Sawojajar, Malang 65143, Indonesia. Tools Used Google Workspace, Canva, Adobe Creative Suite, Zoom/Meet, Trello/Asana, and various digital learning platforms.

3.2 Description of the Internship Activity Plan

The tasks carried out during the internship process include contributing to delivering training programs for students and SMEs. Supporting digital literacy initiatives in the community. Designing specialized learning modules and mentoring systems. My role as a Communication Intern involves helping manage the company's communications as follows.:

Week	activity
1	Introduction to the internship at PT. INOVASI UTAMA NUSANTARA - MuseAkademi
2	Introduction to duties and responsibilities and initial assignments.
3	Creating and editing digital content (social media posts, promotional materials).
4	Supporting event promotions and online campaigns.
5	Helping maintain smooth internal and external communication
6	Contributing ideas to improve branding and audience engagement.

3.3 Outcomes of Activities

Internship outcomes may vary depending on the focus of the internship program, the internship location, and individual performance. The following are some examples of outcomes that may be achieved

3.3.1 Creating and Editing Digital Content

During the internship, the writer was responsible for creating and editing various types of digital content, including social media content and promotional materials. These activities were carried out to support the company's communication and marketing efforts. The writer was involved in content planning, message development in accordance with the company's communication objectives, and the design of visual and textual elements to ensure the content was engaging and informative. Through these activities, the writer gained a deeper understanding of digital communication strategies and the importance of content consistency in building the company's image.

3.3.2 Supporting Event Promotions and Online Campaigns

The writer actively participated in supporting event promotions and online campaigns conducted by the company. These activities included assisting in the preparation of promotional materials, supporting information dissemination through various digital platforms, and participating in the implementation of online campaigns. This involvement provided the writer with practical experience in applying digital promotion strategies and increasing audience reach and engagement.

3.3.3 Maintaining Internal and External Communication

During the internship, the writer contributed to maintaining smooth internal and external communication within the company. The writer assisted in coordinating communication between teams and supported interactions with external parties related to company activities. These efforts aimed to ensure effective, timely, and well-organized information flow to support the company's operational processes.

3.3.4 Contributing to Branding and Audience Engagement

The writer contributed ideas aimed at improving the company's branding strategies and enhancing audience engagement. The writer participated in discussions related to content development and creative communication approaches. These contributions helped strengthen the company's brand image, increase audience interaction, and build stronger relationships with the public.

3.4 Internship Challenges

3.4.1 Creating and Editing Digital Content

One of the challenges in creating and editing digital content was managing time while maintaining content quality and consistency in accordance with the company's standards. In addition, adapting content concepts to different social media platforms and target audiences required extra attention and creativity.

3.4.2 Supporting Event Promotions and Online Campaigns

In supporting event promotions and online campaigns, the intern faced challenges related to schedule changes and the need to adjust promotional materials within a limited timeframe. This required flexibility and the ability to respond quickly to changes.

3.4.3 Maintaining Internal and External Communication

Challenges in maintaining smooth internal and external communication were mainly related to differences in work schedules and response times between parties. These conditions sometimes caused delays in information delivery, requiring more proactive coordination.

3.4.4 Contributing Ideas to Improve Branding and Audience Engagement

When contributing ideas to improve branding and audience engagement, the intern faced challenges in aligning creative ideas with the company's objectives and audience preferences. Feedback and revisions were often needed to ensure the ideas could be effectively implemented.

3.5 Internship Activity Schedule

The schedule for this internship activities aligns with online working hours, which are from Monday to Friday, from 9 AM to 3 PM.

Monday – Friday	
O'clock	Description
9 Am – 12 Pm	working
12 Pm – 1 Pm	Rest, Eat, and Pray
1 Pm – 3 Pm	Continuing work
3 Pm	Finished Work

The activities carried out include various tasks, among which are:

Name of Activity	Description
Creating and editing digital content (social media posts, promotional materials).	During the internship, I was responsible for creating and editing digital content, including social media posts and promotional materials
Supporting event promotions and online campaigns.	During the internship, I was involved in supporting event promotions and online campaigns
Helping maintain smooth internal and external communication	During the internship, I contributed to helping maintain smooth internal and external communication
Contributing ideas to improve branding and audience engagement.	During the internship, I contributed ideas to improve branding and audience engagement

4. CONCLUSION

Based on the implementation of the internship activities, it can be concluded that the internship program provided meaningful work experience for the writer in understanding the real working environment, particularly in the field of digital communication and marketing. During the internship, the writer was involved in creating and editing digital content, supporting event promotions and online campaigns, maintaining internal and external communication, and

contributing ideas to improve branding and audience engagement, all of which contributed to the development of both technical and soft skills such as communication, time management, teamwork, creativity, and adaptability. Although several challenges were encountered during the internship period, these challenges served as valuable learning experiences that enhanced the writer's professionalism and readiness to face future career demands.

SUGGESTIONS

Based on the internship experience, it is suggested that the company continue to provide clear guidance and structured task assignments to help interns perform their duties more effectively and efficiently. In addition, the university is encouraged to strengthen cooperation with partner companies and provide better preparatory training before the internship period to ensure students are well prepared for the working environment. It is also recommended that future interns improve their time management skills, maintain proactive communication, and continuously develop creativity and adaptability in order to maximize the benefits gained from the internship program.

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