



IUP Communication

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**UNDIP**

# Internship Report

Tatalaksana Ramadhani Harianto

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Trendtraffic/28<sup>th</sup> December 2020 – 6<sup>th</sup> February 2021

## VALIDITY SHEET

Hereby declare the student named:

Name : Tatalaksana Ramadhani Harianto

Student ID : 14040118190062

Faculty : Faculty of Social and Political Sciences

Department : Communication Science

Declare that the above student had completed their internships at Trendtraffic India for 38 days from 28 December 2020 to 6 February 2021.

Bekasi, 10 May 2021

**Academic Supervisor**



Drs. Tandiyo Pradekso, M.Sc.  
NIP.195905181987101001

**Internship Supervisor**



Yogendra Choudhary

**Student**



Tatalaksana Ramadhani  
NIM. 14040118190062

**Internship Coordinator**



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## **ACKNOWLEDGEMENT**

The internship with Trendtraffic company is an opportunity and experience to be able to learn professionally for my future career. I am fortunate to have had the opportunity to do an internship at one of these India companies as well as to be a part of it. Even though the internship that I did was done online, I'm grateful for having the chance to meet professionals who led me through this internship period.

I express my deepest gratitude for Drs. Tandiyo Pradekso, M. Sc. As the academic supervisor who has provided advice, direction, input, so that the internship report can be completed properly. I also express my deepest thanks to Mr. Yogendra Choudhary as internship supervisor for taking part in the useful decision and giving advice during the internship.

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I perceive as this opportunity for my future career development, used gained skills and knowledge in the best possible way, and I hope to continue to work for better improvement in the future.

Bekasi, 10 May 2021

Tatalaksana Ramadhani Harianto

# TABLE OF CONTENTS

<b>VALIDITY SHEET</b> .....	2
<b>ACKNOWLEDGEMENT</b> .....	3
<b>TABLE OF CONTENTS</b> .....	4
<b>CHAPTER 1 INTERNSHIP PROPOSAL</b>	
1. Student Information.....	5
2. Internship Site Information.....	5
3. Internship Supervisor Information.....	5
4. Internship description.....	5
5. Brief Description of The Company.....	6
5.1. Description of Internship Position.....	6
5.2. Internship Relation to Your Major.....	6
5.3. Expected Output of Internship.....	7
6. Internship Learning Objectives.....	7
<b>CHAPTER 2 INTERNSHIP ACTIVITIES</b>	
2.1. Internship Responsibilities.....	8
2.1.1. Market Research and Content Research.....	8
2.1.2. Branding and Promotion.....	9
2.1.3. Contacting and Informing to Clients.....	9
2.2. Internship Output.....	10
2.2.1 Blog Written Content for Website.....	10
2.2.2. Managing Content.....	10
<b>CHAPTER 3 DISCUSSION</b>	
3.1. Learning Objectives.....	12
3.1.1. Gaining knowledge and skills in writing, especially in blog writing production.....	12
3.1.2. Gaining knowledge and skills in marketing communication.....	12
3.1.3. Gaining knowledge and skills in researching abilities, especially in social media analyzing research.....	13
3.2. Reflection.....	13
3.2.1. Market Research and Content Research.....	13
3.2.2. Branding and Promotion.....	14
3.2.3 Contacting and Informing to Client.....	15
<b>CHAPTER 4 RECOMMENDATION</b> .....	16
<b>REFERENCES</b> .....	17
<b>REPORT APPENDICES</b> .....	18
1. The Evaluation Sheet.....	18
2. Document of Internship Output Evidences.....	19
3. Pictures of Activities During Internship Period.....	25
4. Other Relevant Information During Internship.....	27

# CHAPTER 1

## INTERNSHIP PLAN

1. Student Information		
Name	Student ID Number (NIM)	Student Major
Tatalaksana Ramadhani Harianto	14040118190062	Communication
Credit completed (sks)	Expected Graduation (Month/Year)	Academic Supervisor
116	July/2022	Drs. Tandiyo Pradekso, M.Sc.
Phone Number	Email Address	Home Address
+62 87883621510	<a href="mailto:tatalaksanah@gmail.com">tatalaksanah@gmail.com</a>	Tytyan Kencana F2/9, North Bekasi, Bekasi

2. Internship Site Information	
Name of Internship Organization	
Trendtraffic	
Street Address, City, Province, Post code	
Hostel 16, IIT Bombay, Students' Residential Zone, IIT Area, Powai, Mumbai, Maharashtra, India	
Type of Business/Organization	Website Address
Marketing & Advertising	<a href="https://trendtraffic.co.in">https://trendtraffic.co.in</a>

3. Internship Supervisor Information	
Supervisor's Name	Position in Organization
Yogendra Choudhary	Co-Founder & CEO
Area/Department	Email Address
India/Trendtraffic	yogendrachoudhary186@outlook.com
Phone Number	Fax Number
+91 9783171690	-

4. Internship Description
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Starting Date	Ending Date	Number of days	Number of hours per week
December 28 <sup>th</sup> , 2020	February 6 <sup>th</sup> , 2021	30 Working Days	40 Hours
Method (on/offline)		Total Working Hours	
Online		240 Hours	

## 5. Brief Description of the Company

Trendtraffic is an IIT Bombay student digital marketing startup. Trendtraffic is a company to many upcoming influencers and content creators with authentic content and followers across various social media platforms. This company aims to create organic marketing and social media presence of brands, through strategies, innovative ideas, and technology.

### 5.1. Description of Internship Position

#### 1. Market Research and Content Research

Collect the data which are relevant to influencers, competitors, target audiences, and brands in India to collect as well as identify influencers to collaborate with Trendtraffic.

#### 2. Branding and Promotion

Contribute to the creation and primary criterion of marketing strategies towards target market on social media platforms like Facebook, Instagram, Twitter, website, etc.

#### 3. Contacting and Informing to Clients

Involved in the process of the interaction with the target market by contacting and informing about the collaboration with the influencers through e-mail regarding the company objectives.

### 5.2. Internship Relation to Your Major

The domain of marketing communication is part of the program of communication studies. Marketing Communication is businesses' advertising mechanism and media policy to communicate with the market, starting with branding, direct marketing, sales presentations, publicity, and other practices. Marketing Communication enables corporations to associate their brand to customers, venues, events, products, experiences, feelings and more. These benefits to company's brand value by incorporating the brand into memory and developing a brand image for the target market.

Digital marketing, where approaches and techniques are promoted by digital platforms, commonly blogs, social media, email and smartphone apps, is one of the latest ways of marketing communication in the industry 4.0 eras. These digital marketing activities, processes, and institutions focus on creating,

communicating, and delivering values for customers and other stake-holders. Digital Marketing is primarily responsible for online branding through the use of Search Engine Marketing, Content Marketing, Social Media and Search Engines Optimization. In accordance to theories, digital marketing techniques are important to accomplish the objective and aims of digital marketing, knowledge, innovation, and other expertise.

### 5.3. Expected Output of Internship

- **Blog Written Content for Website**  
One of the outputs of this internship is to write an article in the form of an article for client company websites and company websites. Students are responsible for research and producing written content to be published on the company website, namely <https://trendtraffic.co.in>. The form of writing produced is in the form of influencer marketing topics and for client company websites, written articles are produced on related client topics such as articles on the music section.
- **Managing content**  
The resulting output is a timeline content for the company's social media clients. Students are responsible for analyzing social media insights and making a research report from these results. This timeline is used as a guide for creating content on the company's social media clients.

### 6. Internship Learning Objectives

Learning Objective 1	Specific Related Activity/Project
Gaining knowledge and skills in writing, especially in blog writing production	Producing blog writing articles for the website of the company and some for the clients
Learning Objective 2	Specific Related Activity/Project
Gaining knowledge and skills in marketing communication	Using the SEO techniques in blog writing on website to gain more insights and gaining Click-Through Rate of the website by the blog writing, also using the email marketing technique by contacting and informing clients regarding the collaboration.
Learning Objective 3	Specific Related Activity/Project
Gaining knowledge and skills in researching abilities, especially in social media analyzing research	Analyzing the content on social media that consist of the insights and the material (minor details) of content for the target market of the clients by making report.

## **CHAPTER 2**

### **INTERNSHIP ACTIVITIES**

This second chapter is a review of the implementation of the Job Training activities carried out by the intern. Activities are undertaken for 30 days at the marketing and advertising company Trendtraffic India from online (Work From Home) by the intern in the digital marketing section with the following responsibilities and outputs:

#### **2.1. Internship Responsibilities**

##### **2.1.1. Market research and content research**

Trendtraffic company engaged in marketing, especially social media marketing, conducts market research & content research in its digital marketing section. The importance of doing market research in social media marketing to find and gather the right clients for the company. In addition, content research is conducted to find and analyze the right content for social media in order to develop unique strategies for social media clients to increase traffic through search engines.

Interns in carrying out market research assignments are assigned to collect data about influencers and companies that have social media by using search techniques using hashtags plus keywords on social media. As for the keyword itself, interns are given a specific topic by a supervisor related to influencers and companies in India. Before being assigned an assignment, the intern was given online training on December 27, 2020, through the Google Meets platform which was guided directly by the company's CEO, namely Yogendra Choudhary. In the training, how to effectively use hashtags on social media using a special website in order to carry out effective market research.

Market research was conducted on December 28 - 30 2020, and given daily targets from supervisors to be able to find target markets. The results of the market research are in the form of targeted social media insights as well as client contacts that the company will contact for further cooperation offers. The intern provided the market research report through a special template provided by the company through Google Sheets so that supervisors can develop the interns daily in doing their job.

Intern also conducts content research assigned to analyze topics provided by supervisors regarding content research to write blogs on company websites with the theme of influencer marketing and return on investment on January 5, 2021. The intern is assigned to analyze content for



the company, also assigned to Analyze social media clients on health & lifestyle on January 8, 2021, to be able to create a content timeline for clients who see small social media details & generate reports on analysis results for companies to review. On January 13-14, 2021, the intern was assigned content research for the client's blog website on music & brain development, the material from the research was to discuss the client's blog material.

### **2.1.2. Branding and Promotion**

Branding and promotion activities are the next tasks carried out by the digital marketing department. Where this activity is carried out by creating a content timeline for clients on social media and websites in the form of blog writing using Search Engine Optimization (SEO).

In this activity, the intern is assigned to write blog posts for the company website as well as blog writing for clients. Before starting their assignments, interns are given training through Google Meets on content writing by a digital marketing specialist from India, namely Ms. Palak Surana on January 2, 2021. During the training, Ms. Palak explains how to write a blog to attract audience interest and the stages in creating blog content.

Before writing a blog, first conducts previous research regarding related materials provided by supervisors, namely influencer marketing and return on investment. After doing this, on January 6 - 7, 2021, makes a first and second draft of a blog so that it can be revised by a supervisor before making the final blog writing result. In addition to creating blog writing for companies, the intern is urged by the supervisor to write blogs for corporate clients on the topic of music, which in writing this blog applies Search Engine Optimization (SEO). This SEO is used to optimize the blog so that the audience can find this blog only with certain keywords.

The intern is also asked to create a social media content timeline for clients with topics given by the internship supervisor. In making the timeline content, makes the first draft of the content so that it can be checked first by the supervisor before making the final draft of the content timeline.

### **2.1.3. Contacting and Informing Clients**

The duty to be able to contact and inform clients regarding the cooperation offered is also part of the digital marketing department. Trendtraffic's clients are social media influencers and Indian brands where they are contacted and informed via Direct Message on their social media pages.

In this activity, the intern contact and inform clients from research data that has been done previously. Before sending a message to the client, the intern is asked to prepare a write-up message

with the points in the message containing an explanation of Trendtraffic and the cooperation offered. In preparing the message to be sent to the client, interns must first ask for advice and get approval from the supervisor regarding the message to be sent. After obtaining approval from the supervisor, interns can send this message to clients, namely social media influencers and brands in India. The process of client contacting and informing was carried out from January 1 - 4, 2021, targeting fifty clients per day to send the message.

## **2.2. Internship Output**

### **2.2.1. Blog Written Content for Website**

In carrying out branding and promotion activities, The intern is assigned to create a blog to be published on the company website, namely <https://trendtraffic.co.in>. The topic in the blog that will be written is influencer marketing and return on investment, where this topic is chosen by supervisors. In creating this blog, the first is to do research on the topic as material in blog writing. After doing research, then started writing this blog gradually. The first stage is that making the first draft of this blog so that it can be revised first by the supervisor. Then, the intern makes a second draft of the blog in which this second draft the intern corrects the mistakes and adds input from the supervisor about the blog to be published. After that, the revised blog post becomes the final draft for publication on the website.

The task of producing other blog posts is that the intern is assigned to write a blog post for a client of a music brand in India called Sangeeta Academy. The client asked to write a blog for their website with the theme music and development of the brain so that the supervisor gave the task to write for their blog. For this blog, the supervisor orders the intern in making the client's blog use Search Engine Optimization (SEO) techniques so that their website gets high traffic visits through search engines. In applying SEO techniques to the blog requested by the client, the intern applies the keyword "music" and "development of the brain" to the writing on the blog. Before writing a blog, the intern researches the given topic. After doing the research, then started to make the first draft which after that was given to the supervisor to be revised first. After the first draft is revised and corrected by the intern, the draft becomes a final draft to be sent to the client through the supervisor.

### **2.2.2. Managing Content**

Another activity in the branding and promotion assignment is that interns are assigned to be able to create timeline content for social media. The intern created this timeline content for corporate clients of health & lifestyle brands in India. Supervisors ask the intern to be able

to create timeline content for a period of two weeks where the content is about health & lifestyle. The content themes in the timeline include an infographic, entertaining, inspiring, and educational so that it can engage the audience on their social media. Supervisors ask to be able to make a first draft of the content timeline to be revised and checked before the draft is submitted to the client concerned. In the content timeline, the intern makes plans to be able to post on Instagram social media and to be published on Google Advertising. In one week, from the total of the two weeks, the plan is to post three Instagram feeds for three days & publish content on Google Advertising three times a week.

## **CHAPTER 3**

### **DISCUSSION**

#### **3.1. Learning Objectives**

##### **3.1.1. Gaining knowledge and skills in writing, especially in blog writing production**

In learning objectives here, the intern produces blog writing articles for the website of the company and some for the clients. In the points on learning objectives, the intern learns and trains skills how to write for blogs properly. During the internship, there is training by the company with one of the digital marketing specialists on how to write a blog effectively before being assigned the task of being able to write a blog. In the training, it was explained, among other things, the minimum number of words in blog writing, the blog contains information that can provide answers for audiences who are looking for specific keywords, interesting blog headlines, and can engage the audience.

With this training, the intern can produce blog posts for companies as well as for Trendtraffic India clients appropriately. There are two blog posts produced by the intern, the first for the company website with the title "Why Influencers and ROI Have Been So Popular Till Now?" with the article on the blog about how the tactics of a company or brand can use influencers on social media to increase ROI for their own company or brand. In the process of writing this blog, the intern is required to be able to do research and draft several blog posts to be checked by the supervisor because several things need to be improved, both in terms of grammar and in terms of the blog topic. Because of this, the intern can gain knowledge and skills in blog writing. In addition, the intern also produces blog posts for Trendtraffic corporate clients, namely brand music clients with the title "The Truth About Music and Development of Brain is About to be Revealed" with the process of making this blog post the same as before, namely doing research and making several written drafts. The results of the two intern' blog posts can be seen in the internship output evidence in the report appendices.

##### **3.1.2. Gaining knowledge and skills in marketing communication**

The second learning objectives are about gaining knowledge and skills in marketing communication. During the internship, the intern learns and trains skills, especially in SEO technique in blog writing and using email marketing techniques for contacting and informing the client. The intern learns about SEO techniques with application in creating blog posts for clients where this

technique is applied by applying keywords related to the topic in question. Search Engine Optimization (SEO) is an effort to optimize a website to get top rankings in search results. The intern is assigned to write blog posts for music company clients, so the keywords in the blog posts that will later be posted on the company website are about "music" and "development of the brain." The application of these keywords will certainly affect increasing audience traffic to the company's website so that the audience's brand awareness for the company will also increase.

Apart from gaining knowledge in SEO, the intern also performs contacting and informing clients through write-up messages to clients. The intern learned that in writing the message, a persuasive message is needed to the client so that the information conveyed attracts the interest of the client who receives the message. The intern in writing this message is assisted by the supervisor in revising the text of the message before it is sent to the client. Within a day, the intern can send 50 messages to different clients.

### **3.1.3. Gaining knowledge and skills in researching abilities, especially in social media analyzing research**

In learning objectives in this point, the intern gaining knowledge and skills, especially in social media analyzing research by analyzing the content of the client, competitors, and topics given by the supervisor. The intern learns that in analyzing social media it is necessary to see the audience interacting in such content, especially in insight which includes the number of comments, the number of likes, followers of a social media account, analyzing various audiences who see content in a social media account, whether the content is interactive and provides information for the audience. The results of research conducted by the intern are used to create content timelines for social media for health & lifestyle companies, which are one of the clients of Trendtraffic companies. In addition, the intern also conducts content research in terms of blog writing materials for Trendtraffic clients and companies. The intern is researching information related to topics for blogging on social media, particularly on influencers and ROI for corporate blogs Trendtraffic, where information on these topics can be found in social media analysis.

## **3.2. Reflection**

### **3.2.1. Market Research and Content Research**

Market research and content research analysis are among the responsibilities of digital marketing. The task of market research in digital marketing helps to find the right client and become a digital marketing tool that provides consumer data.

Market research is a project-specific, methodical gathering of relevant data. It is an activity that connects the customer, consumer, and society to the marketer through information (Young and Javalgi, 2007). According to the American Marketing Association, global market research relates consumers, consumers, and marketers through information collected on a worldwide scale. During the internship, market research activities are carried out by the intern by collecting data on potential clients to be contacted regarding cooperation information offered by Trendtraffic Companies. This market research conducted collects client data from social media, where this client is an Indian influencer with more than 10,000 followers on Instagram and also influencers with content topics such as food blogger, lifestyle, health, etc. The intern also conducts market research by analyzing social media by looking at insights that include comments on a post on social media, the number of likes, and seeing how audiences interact with content on social media.

The next content research task is carried out by digital marketing to be able to make content plans for social media clients and companies. Content research is a research technique for making replicable and valid inferences from texts (or other meaningful matter) to the contexts of their use (Krippendorff, 2004). Is it research to make sense of the content of messages by text, images, symbols, or audio data. The intern does content research to be able to create blog writing and create social media content timelines for clients. What the intern does in this content research is to see insights on social media by looking at the content in the form of images, videos, and writings. This research will be used as a reference for making blog writing and also the timeline for social media content.

### **3.2.2. Branding and Promotion**

Taute, Peterson, and Siera (2014) define branding as involving both a cognitive and an emotive bond. Branding according to Rossiter and Percy is defined as achievement, in the prospective buyer's mind, of a favorable brand attitude, given that the prospect had already acquired brand awareness. Kotler Armstrong (2013: 76) defines promotion as activities that communicate the merits of the product and persuade target consumers to buy it.

Branding and promotion carried out by Trendtraffic India Companies are by writing blogs on the company's website pages. Writing this blog can increase brand awareness to the audience when visiting the company website because the blog contains information that the audience can read. In addition, the intern also writes blogs for company client websites using SEO techniques so that the company's brand or product can be found easily through search engines. Another thing the intern does is to create timeline content for the social media client so that the content planned in this

timeline can attract audiences on social media to know and be able to use the client's brand or product.

### **3.2.3. Contacting and Informing to Client**

Contacting and informing the client about the message that contains an explanation of Trendtraffic and the cooperation offered are very crucial things. There are three musts for successful direct marketing; The list, the message, and the offer. The message must be easy to read by using a short, indented paragraph. Copywriters estimate that they only have a second to grab a consumer's attention with the message (In Bonnie, 2008: 249).

With regards to contacting and informing, interns are assigned to be able to write a write-up message with the points described in the message including information about the company and the offer offered. This write-up message is written briefly and effectively so that it is easy to read by the client. Interns are targeted to be able to send messages to 50 clients in one day via direct message.

## **CHAPTER 4**

### **RECOMMENDATION**

The internship opportunity provided by Trendtraffic India Company for the intern is one of learning. The intern can understand the duties of digital marketing in a company which is a crucial part. From this experience, the intern provides several suggestions during the internship:

1. In this apprenticeship activity, the intern suggests making an apprenticeship timeline that is well structured. Sometimes, there are days when no information or assignments are given so that the interns do the same work as the previous day
2. More online training meetings are needed so that interns can better understand the job desk in digital marketing. During the internship, training meetings are conducted around materials such as writing blog writing. Training in other fields related to digital marketing is needed so that the online internships can be better understood by apprentices related to the job descriptions provided
3. A group assignment is needed to build cooperation between individuals who take part in the apprenticeship. The work done by the intern is mostly done individually
4. It takes a person in charge of the digital marketing division because during the internship the intern communicates directly with the CEO of the company. Because this company is a start-up company, in the future the company may have employees who are responsible for the digital marketing division at Trendtraffic India Company



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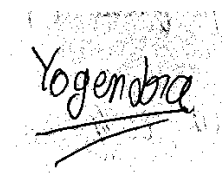
# REPORT APPENDICES

## 1. The Evaluation Sheet

Name : Tatalaksana Ramadhani Harianto  
Division of Internship : Digital Marketing  
Internship Period : 28 December 2020 – 6 February 2021  
Evaluator : Yogendra Choudhary  
Position : Co-Founder & CEO

No.	Aspects of Assessment	Marking			
		Excellent	Good	Average	Deficient
a.	Understanding the instructions of assignment(s)	✓			
b.	Readiness and knowledge of the work assigned		✓		
c.	Professionalism and creativity in carrying out task(s)	✓			
d.	Independence (able to work with or without supervision)		✓		
e.	Moral (honesty, responsibility, discipline)			✓	
f.	Teamwork	✓			
g.	Knowledge and insight about the field of work		✓		
h.	The end result in performing the task (quality and quantity standards that exist for comparison)		✓		
i.	Ability to build interpersonal relationships at the internship	✓			

Internship Supervisor,



Yogendra Choudhary

## 2. Documents of Internship Output Evidences

- Blog Writing for the company

### Why Influencer and ROI had been So Popular Till Now?

By Tatalaksana Ramadhani Harianto

In this day and age, influencers' existence is something we can find on various social media platforms. On social media itself, there are lots of influencers with multiple fields ranging from fashion to sports.

Of course, we cannot ignore this, considering that influencers have many followers and engagement on their social media accounts so that this can influence other people with the capacity they have.

In the world of Marketing, influencers are used by a company/brand to attract a target audience where these influencers can connect the target audience with the company/brand in a more authentic way.

Influencers have a base of followers on their social media who are loyal to them and are also active influencers in creating content that can attract audiences on social media to provide an advantage/brand if they want to increase their visibility.



If the company/brand and influencer can work together well, it will produce a fairly high Return on Investment (ROI). ROI is a profit or investment based on the results of sharing the income received by the amount of capital invested. If the company/brand can find the right influencer, then ROI will get positive results, and vice versa.

Of course, finding the right influencers so that ROI gets positive results requires the right strategy and careful planning. Here are the steps to finding the right approach:

1. **Determine the target** : If you want to find the right influencer you want to collaborate with, start assumptions by looking at the right consumers so that they can be tailored to the final target you want to achieve. Also, look at the ongoing market competition so that it has a gap to increase sales and generate high ROI. If you are still confused about determining the target to be achieved and what influencers are suitable, you can use analytics tools, such as Google Trend.
2. **Choose the right influencer** : In using influencers, of course, you also need research so that the targets you want to achieve can run well. You can see these potential influencers' followers because the more influential they will be on the audience who sees your product or service's marketing. Paying attention to engagement is also important because influencers represent your target market's products/services. The engagement can be seen in the form of the number of likes and comments of the influencer. You can also see on the influencer social media account feeds about which brands have been worked with your potential influencer to make sure there are no competitors from the brand.
3. **Focus on content** : Quality of the content is the key to what we are targeting to succeed. If the influencer is popular, but the content produced is monotonous or not of high quality, then, of course, the target you want to achieve in the audience's eyes will fail. You can ask influencers to be able to create original content that no one else has created before. In making this original content, influencers can be given the freedom to provide creative and creative ideas because influencers know their followers' wants. Content can also be created where content can be engaged to the audience, such as entertaining, inspiring, useful, and more.
4. **Determining the right social media** : Determine the social media that best fits your brand based on the research you have done in determining your targets. Avoid media that is not related to an informative topic so that the audience can understand and understand more clearly the purpose your brand is conveying.

With these steps, the company/brand can increase the ROI and also the target you want can be achieved fully.

In addition to these steps, in influencer marketing, it is necessary to pay attention to audience reach, which means that the more people who see content that promotes the company/brand, the higher the tendency for people to interact with the product/service. So, to measure the ROI is to calculate the total followers of a particular influencer who shared content and dividing it by per dollar spent during the campaign.

Paying attention to conversions is also very important because this conversion is a measure of success or failure in getting someone to take action through a call-to-action from an influencer marketing campaign. The need to set clear goals in influencer

marketing so that the conversions you get will be even higher. To determine the true ROI, it is necessary to assign a monetary value to each additional conversion.

- Blog Writing for the client

## The Truth About Music And Development of Brain is about to be Revealed.

By Tatalaksana Ramadhani Harianto



Are you looking for music lessons? Or do you want to take music classes? Of course, if you want to take music lessons/classes, you choosing the right choice because music can help intelligence and improve concentration.

According Dr. Emma Gray, of the British CBT & Counseling Service London, conducted a study on students who listened to music and influenced their brain performance. The result is that when the student listens to music during the study session, they able to receive and stimulate concentration while studying the material he received.

In addition, a study reported by Medical News Today, researchers from McGill University in Canada, that music can activate the brain's reward center which can provide enough motivation to be able to learn new things. The reason music can increase concentration during learning is that the sound of the music is not invasive and fun.

The benefits of learning and listening to music are of course not only for adults but also for children. According to Dr. Fiona Amelia, MPH from *KlikDokter*, said that children who are active in listening and playing music have more relationships between brain cells than children who don't listen and play music. With more connections between brain cells, the brain's performance will be faster, more effective, and creative.



To find out more about music with brain performance, here are some of the effects of music on brain performance

#### 1. Help learn a new language

A researcher from a neuroscientist named Robert Desimone from MIT and Beijing Normal University conducted a study with children who had to speak Mandarin divided into three groups randomly. One of the three groups was given piano lessons for 45 minutes, 3 times a week while the other group was only given reading training and no other learning. The results of the study were that children who played the piano were better at learning Mandarin by being able to distinguish words with single consonants compared to other groups. It can be concluded that studying music will help to learn the language better even

though the research was only conducted in Mandarin, the results might be different from studying other foreign languages.

## 2. Helps in remembering

In a study of stroke patients in Finland who listened to music for two hours a day, their verbal memory improved significantly. Three months after stroke, verbal memory increased by 60% in those who listened to music. Stroke sufferers who listen to music help by improving verbal memory, more focused attention, and reducing confusion. In addition, someone who is accustomed to practicing music will be able to concentrate better so that it can have a positive impact on focusing on learning. There is an increase in executive functions, where functions develop early in humans to be able to better access information and remember instructions.

## 3. Music can trigger brain development

People who practice music can respond better to sound and language. They tend to experience a slower aging process. In addition, practicing music can improve a person's ability to hear in a noisy atmosphere and be able to recognize the emotional aspects of speech.

## 4. Helps in creative thinking

Basically, the human brain is responsive to music, regardless of whether it is consciously or not. The brain can automatically recognize a beat which means it can recognize sounds at a subconscious level. When we listen to music, the noise from this music can stimulate abstract thinking. With this, it will form a new way of thinking for us. Especially in this day and age where a lot of new music is trending so that it can help us to understand new creative things.

## 5. Higher IQ

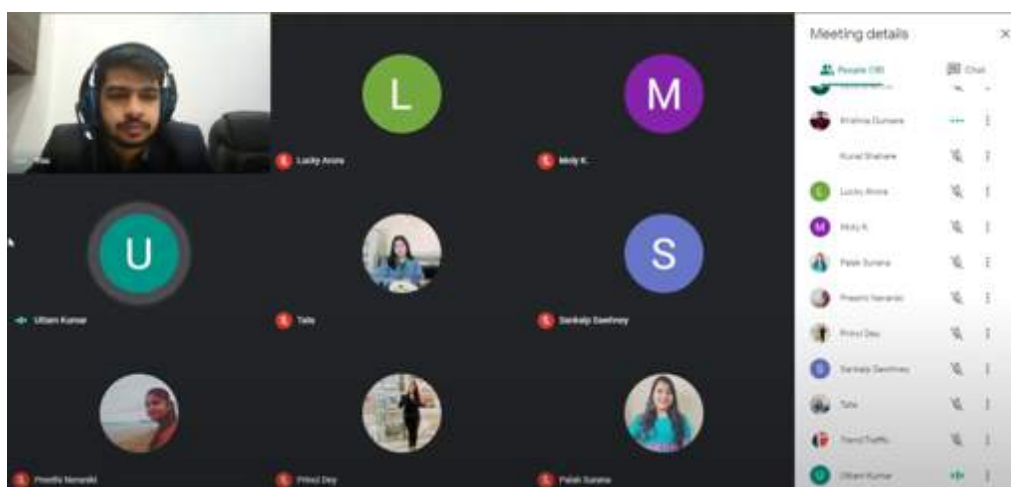
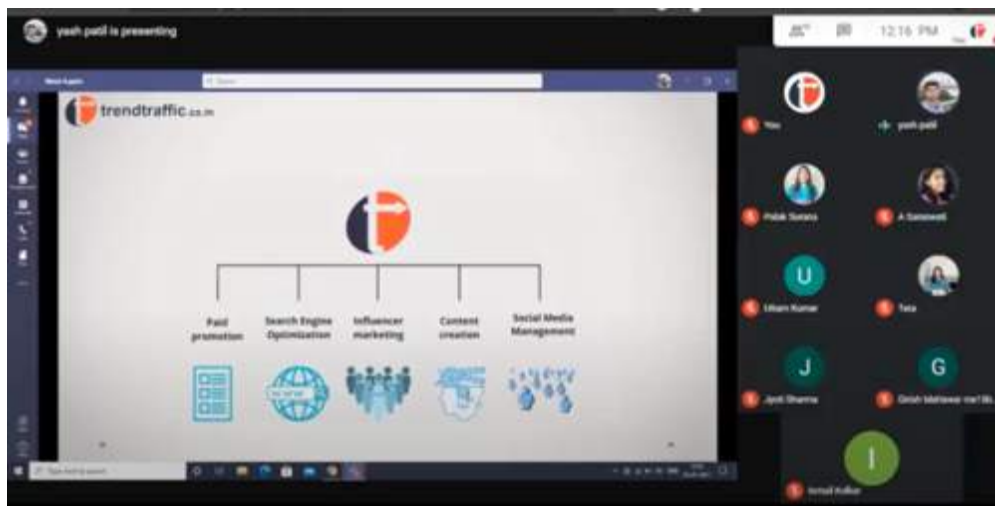
The study was conducted in 2011 by testing the IQ of children aged 9-12 years, with children who do music with those who do not. This study tested the indicators of higher-order thinking that includes the ability to multitask, solve problems, and make better decisions. As a result, children who did music had better executive function indicators than those who did not.

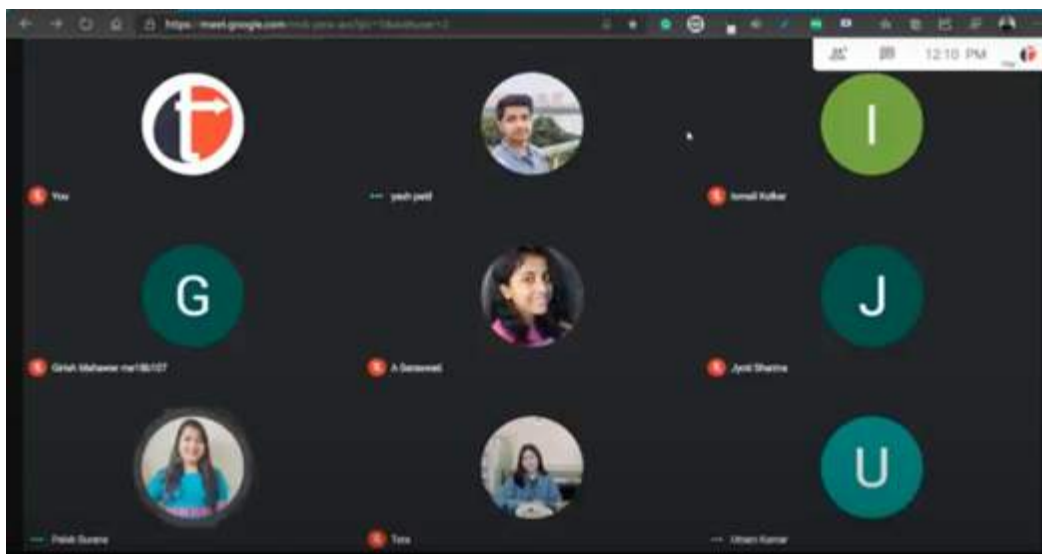
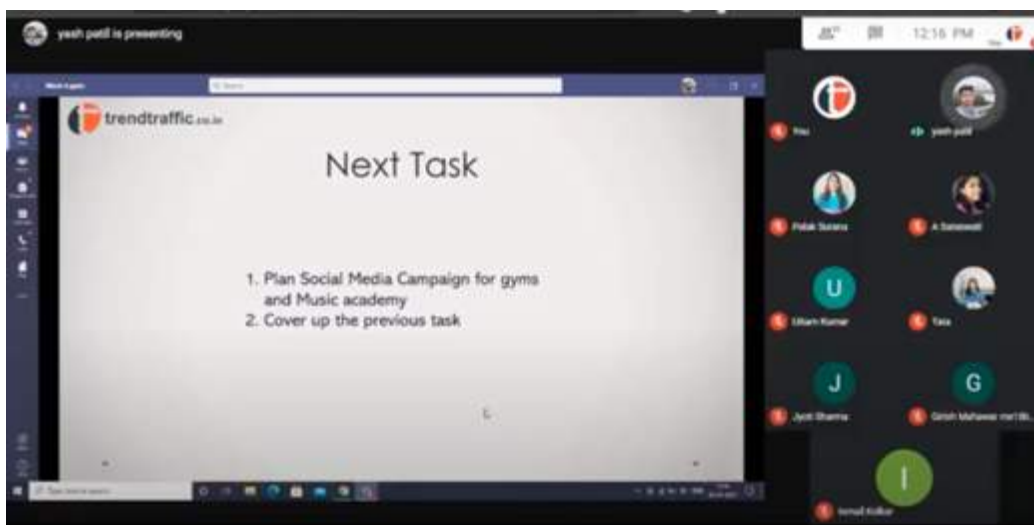
- Making Content Timeline

5	WEEK 1 & 2					
6	CHANNEL	DATE	TIME	CONTENT TYPE	Material	Detail
7	2 days (Monday & Tuesday)					
8	Google ads		Monday 03.00 PM	Infographic	Why is the gym important during a pandemic like this?	During a pandemic like this, it is very important to maintain endurance. Moreover, cases continue to increase every day so that immunity needs to be maintained. One way that can be applied is regular exercise. Of course, exercise can be done anywhere, including at home. We can follow the work out tutorial video movement on Youtube, Instagram, and others.
9						
10						
11						
12	INSTAGRAM ads		Tuesday 09.00 AM	Entertaining	Meme	Brace yourself meme: To be the next gym influencer
13						
14						
15						
16						
17	3 days (Wednesday - Friday)					
18	Google ads		Thursday 03.00 PM	Entertaining	Indoor sports or outdoor sports?	From the two things, which ones that be your favorites? find out more in the link below
19						
20						
21						
22						
23						
24			Wednesday 03.00 PM	Inspiring	Top 5 Inspiring athletes in the world	Being an athlete is everyone's dream. Of course there are winding paths to striving to be a successful athlete. Here are 5 athletes who have struggled from ground zero to finally become successful athletes: 1. Anthony Robles
25						
26	+ timeline content ads					
30	2 Days (Saturday - Sunday)					
31	google ads		Saturday 10.00 AM	Educational	Have you exercised today?	Let's do something productive today. You can check the workout tutorial videos by influencers at the link listed below: (insert link)
32						
33						
34						
35	INSTAGRAM		Sunday 04.00 PM	Infographic	Become a gym influencer in a pandemic era	Since the pandemic from the pandemic era in March 2020, there has been an increase in influencers on social media, including gym influencers. Lots of influencers on social media create content about how to exercise at home during a pandemic, then also maintain health, and other topics. Of course this attracts a large audience's attention, especially if the content is accompanied by a video. So, becoming an influencer in today's era is a great opportunity, click the link below for more info: (insert link)
36						
37						
38						
39						
40						
41						
42						
43	3 Days (Monday-Wednesday)					
44	Google ads		Monday 09.00 AM	Inspiring	Quotes	Healthy Body, healthy lifestyle
45						
46						
47						
48	INSTAGRAM					
49						
50						
51						
52						When exercising especially in these circumstances, it is very necessary to be able to apply health protocols to stay safe while
53	+ timeline content ads					



### 3. Pictures of Activities During Internship Period





#### 4. Other Relevant Information During Internship

- Letter of Recommendation



## Letter of Recommendation

7th February 2021

To Whomsoever it may concern,

I am pleased to write this recommendation letter for Tatalaksana Ramadhani Harianto, who is interested in being a part of your prestigious organization. I had the opportunity to work with Tatalaksana Ramadhani Harianto in our company when she participated in our Internship program last 7th February 2021 as a Digital Marketing Intern.

As her supervisor, I highly recommend Tatalaksana Ramadhani Harianto for such an internship as I am familiar with her work ethics. During her internship at our company, we found Tatalaksana Ramadhani Harianto to be a skilled individual with the innate ability to apply learned theoretical knowledge into practice. She is enthusiastic and reliable in completing her assigned work. Apart from that, she gives the best efforts in bringing more value to the organization. She is very dedicated to succeed in achieving all assigned project goals and targets.

The following were her contributions during the internship:

- Market research
- Content creation
- Customer relations
- Planning Social media Campaign

As an individual or a colleague, Tatalaksana Ramadhani Harianto is easy to communicate with. She has a good relationship with her fellow interns and superiors. Because of her valuable contribution during the internship, our department has successfully faced all challenges.

If you need more information about Tatalaksana Ramadhani Harianto, please do not hesitate

to contact me at [hello@trendtraffic.co.in](mailto:hello@trendtraffic.co.in). I will be glad to assist you.

Sincerely,

Yash Patil

Co-Founder

A handwritten signature in black ink, appearing to read 'Yash Patil', is written over a dark blue rectangular background.

[trendtraffic.co.in](https://trendtraffic.co.in)

- Certificate



- Intern of the week

