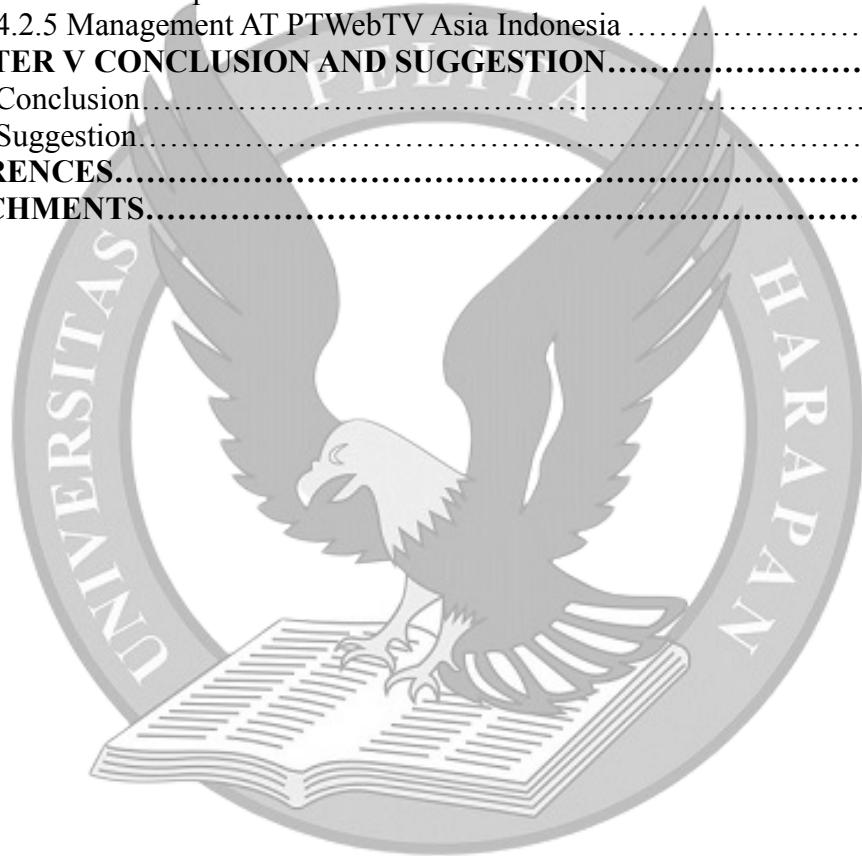


TABLE OF CONTENTS

| | |
|---|------------|
| COVER | |
| FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT..... | ii |
| ADVISOR'S APPROVAL SHEET..... | iii |
| FINAL PROJECT EXAMINER'S APPROVAL..... | iv |
| ABSTRACT..... | v |
| ABSTRAK..... | vi |
| ACKNOWLEDGMENTS..... | vii |
| TABLE OF CONTENTS..... | ix |
| LIST OF FIGURES..... | xi |
| LIST OF ATTACHMENTS..... | xii |
| CHAPTER I INTRODUCTION | 1 |
| 1.1 Background..... | 1 |
| 1.2 Purpose of Internship..... | 5 |
| 1.3 Scope of Internship..... | 6 |
| 1.4 Location and Time of Internship..... | 7 |
| CHAPTER II THEORETICAL FOUNDATION..... | 8 |
| 2.1 Communication..... | 8 |
| 2.1.1 Organisational Communication..... | 9 |
| 2.1.2 Systems Theory..... | 10 |
| 2.2 Organisational behaviour..... | 12 |
| 2.2.1 Organisational Change..... | 14 |
| 2.3 Leadership and Management..... | 16 |
| 2.3.1 Leadership..... | 17 |
| 2.3.1.1 Leadership competency and qualities..... | 18 |
| 2.3.1.2 Leadership Effectiveness..... | 19 |
| 2.3.1.3 Situational Leadership Theory..... | 20 |
| 2.3.2 Management..... | 23 |
| 2.3.2.1 Elements of Management..... | 24 |
| CHAPTER III COMPANY OVERVIEW AND INTERNSHIP EXECUTION..... | 27 |
| 3.1 History of WebTV Asia | 27 |
| 3.1.1 History of PT WebTV Asia Indonesia | 28 |
| 3.1.2 Vision and Mission of WebTVAsia | 30 |
| 3.1.3 Business Units and Subsidiary of WebTV Asia | 31 |
| 3.1.3.1 Multi-Channel Network (MCN)..... | 31 |
| 3.1.3.2 Brand Solution..... | 33 |
| 3.1.3.3 Talent Management..... | 35 |
| 3.1.3.4 Production..... | 36 |
| 3.1.4 Trademarks of PT WebTV Asia Indonesia | 37 |
| 3.1.5 Organisational Structure of PT WebTVAsia Indonesia..... | 38 |
| 3.2 Scope of Work of the Intern..... | 39 |
| 3.2.1 Administrative Scope of Work | 39 |

| | |
|--|-----------|
| 3.2.2 Operational Scope of Work..... | 40 |
| 3.2.3 Flow of Operational Scope of Work..... | 41 |
| CHAPTER IV DESCRIPTION OF INTERNSHIP AND DISCUSSION..... | 41 |
| 4.1 Description of Internship..... | 42 |
| 4.1.1 Description of the internship: administrative scope..... | 43 |
| 4.1.2 Description of the internship: operational scope..... | 45 |
| 4.2 DISCUSSION..... | 54 |
| 4.2.1 Aspect of Leadership in Administration of Social Media Of PTWebTV Asia Indonesia..... | 55 |
| 4.2.2 Organisational Communication At PTWebTV Asia Indonesia | 58 |
| 4.2.3 Organisational Behaviour at PTWebTV Asia Indonesia..... | 62 |
| 4.2.4 Leadership AT PTWebTV Asia Indonesia | 67 |
| 4.2.5 Management AT PTWebTV Asia Indonesia | 69 |
| CHAPTER V CONCLUSION AND SUGGESTION..... | 73 |
| 5.1 Conclusion..... | 73 |
| 5.2 Suggestion..... | 76 |
| REFERENCES..... | 79 |
| ATTACHMENTS..... | A |



LIST OF FIGURES

| | |
|---|----|
| 2.1 Model of organisational change shows Kurt Lewin's three steps model..... | 15 |
| 2.2 The Hersey and Blanchard Concept of Situational Leadership..... | 22 |
| 3.1 Main Client List..... | 28 |
| 3.2 Client List..... | 29 |
| 3.3 Digital Agency Services..... | 32 |
| 3.4 Social media activation..... | 33 |
| 3.5 MCN Talent List..... | 34 |
| 3.6 Commercial advertising proposal..... | 35 |
| 3.7 Official Logo of WebTV Asia..... | 36 |
| 3.8 The organisational structure of PTWebTvAsia Indonesia 2021..... | 37 |
| 3.9 Flow of the Intern's Operational Scope of Work..... | 39 |
| 4.1 Process of the intern in creating work activities report..... | 42 |
| 4.2 Process of the intern in facilitating feedback relay..... | 42 |
| 4.3 Process of creating and organising the content plan for @webtvasia.id Instagram..... | 43 |
| 4.4 Content strategy deck - October 202..... | 44 |
| 4.5 Process of creating content for @webtvasia.id..... | 45 |
| 4.6 Example of content created by Intern..... | 45 |
| 4.7 Process of intern managing and copywriting for @gobanheroes Instagram page..... | 46 |
| 4.8 Social media planner for GobanHeroes..... | 47 |
| 4.9 Process of intern assisting the assistant vice president..... | 47 |
| 4.10 Example Pitching Deck - Ichitan | 48 |
| 4.11 Process of intern assisting assistant vice president overseeing all departments scope of work..... | 49 |
| 4.12 Example of meeting notes with the Board of Directors..... | 50 |
| 4.13 The process of creating monthly Instagram reports for @webtvasia.id..... | 51 |
| 4.14 Social media performance report created by Intern..... | 52 |
| 4.15 Concepts relating to the workflow of social media Intern's Data..... | 53 |
| 4.16 Leadership concepts found in organisational communication..... | 56 |

TABLE OF ATTACHMENTS

| | |
|--|----------|
| ATTACHMENTS..... | A |
| Internship Guidance Monitoring Sheet..... | A-1 |
| Internship Cover Letter..... | A-2 |
| Internship Acceptance Certificate..... | A-3 |
| Internship Supervisor Monitoring..... | A-4 |
| List of Internship Placement Information..... | A-5 |
| Internship Performance Final Evaluation List..... | A-6 |
| UPH Internship Program Questionnaire for Companies..... | A-7 |
| UPH Internship Program Questionnaire for Intern..... | A-8 |
| Certificate as Evidence of Completing 640 hours of Internship..... | A-9 |
| Attachment of Turnitin Check Results max 40%..... | A-10 |
| CV..... | A-11 |

