

TABLE OF CONTENTS

Page

COVER.....	i
FINAL ASSIGNMENT STATEMENT AND UPLOAD AGREEMENT.....	ii
ADVISOR'S APPROVAL SHEET.....	iii
FINAL PROJECT EXAMINER'S APPROVAL.....	iv
ABSTRACT.....	v
ABSTRAK.....	vi
ACKNOWLEDGEMENTS.....	vii
TABLE OF CONTENTS.....	ix
LIST OF FIGURES.....	xi
LIST OF ATTACHMENTS.....	xii

CHAPTER I INTRODUCTION

1.1 Background	1
1.2 Purpose of Internship.....	7
1.3 Scope and Limitations.....	7
1.4 Location and Time of Internship.....	9

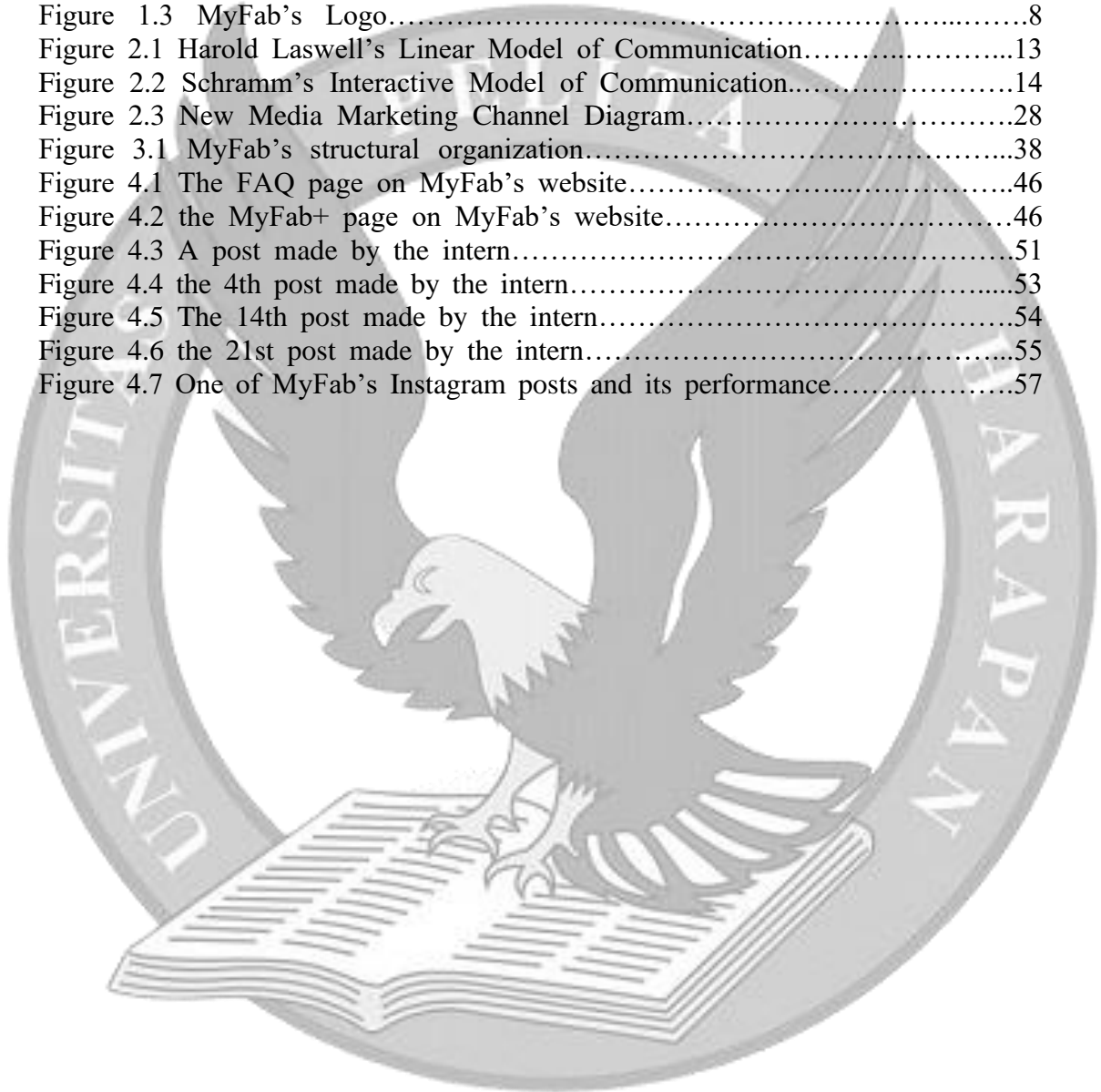
CHAPTER II LITERATURE REVIEW

2.1 Communication Sciences.....	10
2.1.1 Symbolic Interaction.....	11
2.1.2 Schramm's Model of Communication.....	12
2.2 Integrated Marketing Communications.....	15
2.3 Brand.....	17
2.3.1 Branding.....	18
2.3.2 Brand Identity.....	20
2.4 Customer Relationship Management.....	22
2.5 Mass Communication and Mass Media.....	23
2.5.1 New Media.....	25

2.5.2 Digital Marketing.....	25
2.5.3 Social Media.....	28
2.5.4 Social Media Engagement.....	29
2.5.5 Social Media Marketing.....	30
CHAPTER III COMPANY OVERVIEW	
3.1 Company Profile.....	35
3.2 Values, Vision and Mission.....	38
3.3 Services.....	39
3.4 Overall Scope of Activities.....	40
3.5 Scope of Administrative Activities.....	41
3.6 Scope of Operational Activities.....	42
CHAPTER IV INTERNSHIP DISCUSSION	
4.1 Description and Discussion of the Internship.....	44
4.2 Ideas for New Marketing Approach.....	44
4.3 Content Creation for Instagram and Facebook.....	50
CHAPTER V RESULTS AND SUGGESTIONS	
5.1 Conclusion.....	56
5.2 Suggestions.....	57
REFERENCES	
ATTACHMENT A	
ATTACHMENT B	
CURRICULUM VITAE	

LIST OF FIGURES

Figure 1.1 Chart on Smartphone Ownership of US Adults 2011-2021.....	3
Figure 1.2 Worldwide Social Network user forecast 2017-2025.....	5
Figure 1.3 MyFab's Logo.....	8
Figure 2.1 Harold Laswell's Linear Model of Communication.....	13
Figure 2.2 Schramm's Interactive Model of Communication.....	14
Figure 2.3 New Media Marketing Channel Diagram.....	28
Figure 3.1 MyFab's structural organization.....	38
Figure 4.1 The FAQ page on MyFab's website.....	46
Figure 4.2 the MyFab+ page on MyFab's website.....	46
Figure 4.3 A post made by the intern.....	51
Figure 4.4 the 4th post made by the intern.....	53
Figure 4.5 The 14th post made by the intern.....	54
Figure 4.6 the 21st post made by the intern.....	55
Figure 4.7 One of MyFab's Instagram posts and its performance.....	57



LIST OF ATTACHMENTS

Attachment A.....	A-1
1. Supervisor Sheet.....	A-1
2. Advisor Sheet.....	A-2
3. UPH Internship Cover Letter.....	A-3
4. Internship Acceptance Letter.....	A-4
5. Internship Completion Letter.....	A-5
6. Company Internship Opinion Survey.....	A-6
7. Internship Performance Form.....	A-7
8. Intern Placement Form.....	A-8
9. Turnitin Originality Report.....	A-9

Attachment B.....	B-1
1. Smartphone Ownership Chart.....	B-1
2. MyFab Company Logo.....	B-2
3. Laswell's Communication Model.....	B-2
4. Schramm's Communication Model.....	B-2
5. New Media Marketing Channel Diagram.....	B-3
6. MyFab Organizational Chart.....	B-3
7. MyFab Website HTML Leak.....	B-4
8. MyFab Website FAQ Unfinished.....	B-4
9. Content Made by Intern 1.....	B-5
10. Content Made by Intern 2.....	B-5
11. Content Made by Intern 3.....	B-6
12. Content Made by Intern 4.....	B-6
13. Content Made by Intern 5.....	B-7