Chapter 3

Intership Activities

This chapter explains about my internship activities, the difficulties, and the problem solving strategies.

Activities in General

The main project during the internship was making booklet and leaflet for Taman Satwa Taru Jurug Surakarta. My internship team consisted of Yusuf Sutan Deo, Sandy Kumara, Linda Kusuma, and Melati Pitoyo. As an intern, I should obey the rules of Taman Satwa Taru Jurug Surakarta, such as being on time during working hour and wearing uniform during internship. I had to go to Taman Satwa Taru Jurug Surakarta everyday except Monday. From Sunday through Thursday I worked from 08:00 am to 04:00 pm, and on Friday, I worked from 07:00 am to 12:00 am. I wore almamater during the internship activities.

My main activity was making a booklet and leaflet in English to one of media promotion of Taman Satwa Taru Jurug Surakarta. The first thing that I did before making booklet and leaflet was preparation. I did some steps to make a booklet and leaflet for Media Promotion of Taman Satwa Taru Jurug Surakarta. The first step was taking pictures of animals, locations, and events in Taman Satwa Taru Jurug for the contents of booklet itself. The next step after taking pictures, I described each animals, activities, and events in Taman Satwa Taru Jurug Surakarta. Then, I translated the introduction, salutation, history, vision and mission, map and flora of Taman Satwa Taru Jurug Surakarta. After that, I designed a booklet and leaflet, then translating it into English. The last step was printing the booklet and leaflet. I also helped the officer to welcome the tourists who visited Taman Satwa Taru Jurug Surakarta and gave a direction or instruction in buying ticket in the counter, or answered their questions about Taman Satwa Taru Jurug Surakarta.

Making Booklet

My first internship activity was making a booklet. Booklet is a book that informs the reader about something. It can be used to promote something. There are three parts inside the booklet; introduction part (containing opening speech), vision and mission of Taman Satwa Taru Jurug Surakarta, and short history of Taman Satwa Taru Jurug
Surakarta. The main part contains description of animals in Taman Satwa Taru Jurug Surakarta, the list of the flora in Taman Satwa Taru Jurug Surakarta and the events that held by Taman Satwa Taru Jurug Surakarta. The last part is attachment part that contains photograph of the events held by Taman Satwa Taru Jurug Surakarta and photographs of Taman Gesang.

Moreover, I did four steps in making booklet. Those steps areas follows:

1. **Taking photographs of animals, activities, and places in Taman Satwa Taru Jurug.**

   The first activity was taking photograph of animals, facilities, and people in Taman Satwa Taru Jurug. Those actives wasdone in a week, because it was hard to take pictures of animals in Taman Satwa Taru Jurug Surakarta. The pictures of animals should be in high definition, while the animals always move. In taking pictures, I only focused on the animals’ face or on the characteristics of its body. I had to be patient to wait for a long time to get a nice and good quality pictures.

   Besides taking animal pictures, I also took pictures of Taman Gesang. Taman Gesang park was dedicated to Gesang, the legend of keroncong singer from Solo. It was built in 1993 by Gesang’s Fans Association from Japan. To take pictures of Taman Gesang, I focused on some of interesting places, such as Taman Gesang Entrance gate, Gesang Statue, and mini stage.

   There are many activities in Taman Satwa Taru Jurug especially on Sunday or holiday, such as; camel ride, elephant ride, feeding animals, flying fox, etc. I walked around Taman Satwa Taru Jurug Surakarta to get those pictures while waiting for the visitors who want to ride the elephant, camel, or playing some facilities (boat or car toy). Taman Satwa Taru Jurug also provides a package for kindergarten or students group to feed the animals and play flying fox in one ticket.

   There are also some facilities in Taman Satwa Taru Jurug Surakarta, such as bicycle, delman (carriage), and kereta kelinci (small train in shape of the animals or character animated). To get pictures of horse and passenger was not easy because I had to wait until the horse was not moving.

2. **Describing each animals, activities, and events in Taman Satwa Taru Jurug Surakarta.**
In this part, I described about characteristic, habitat, species, and animals' food. I also described how visitors could enjoy those facilities or events, when the events held, and history about events.

The sources about animals’ descriptions are from the database of Taman Satwa Taru Jurug and from the internet. I looked for some descriptions about animals from the internet sources (Prigenzoo (https://safariprigen.com), Gembiralokazoo (www.gembiralokazoo.com), National Geographic (www.nationalgeographic.com) and Americanzoo (www.zooamerica.com). I had to translate those information from Indonesian to English, but if I could not find the description about animals in Bahasa Indonesia, I decided to put sources in English and wrote the references.

The sources about activities and event’s description are also from database of Taman Satwa Taru Jurug. I just translated it from Indonesian to English. I made summary texts, consulted the descriptive texts to the lecturer, then put them on the booklets.

3. Translating introduction, salutation, history, vision and mission, map and flora of Taman Satwa Taru Jurug Surakarta.

For introduction, history, vision and mission, map and flora, I translated it from database of Taman Satwa Taru Jurug. Then I asked Taman Satwa Taru Jurug director to make a salutation but it was in Indonesian and then I translated it into English. In this part, I found some difficulties to translate. I used some ways to overcome it, such as; checked the difficult words on Google by searching for some articles and pictures about them, asked the lecturer, and searched on dictionary.

4. Designing the booklet

After I finished making the descriptions, I designed the booklets with my team for about three weeks. We designed the booklets using a software named Corel Draw X6. Before designing the booklet, we asked to our friends (from DKV or Communication Visual Design) to teach us how to design booklet using Corel Draw X6. We looked for the template designs from the Internet. Some template designs were also copied from our friend. We chose the nature and animals theme template design. We found difficulties. We had to finish the booklet and leaflet before the internship was done.
I made the template before designing the booklet. I made it on a piece of paper, discussed it with my team, and consulted the results to the lecturer and Internship Supervisor in order to ease designing the booklet. The template function is to make an arrangement about the contents in booklet. The booklet contains three parts; the first part is front page. Front page contains introduction part, salutation (opening speech from Director of Taman Satwa Taru Jurug Surakarta), history, vision, mission and map of Taman Satwa Taru Jurug Surakarta. The second part is the main page. The main page contains the description and animals pictures. The last part is attachment pages that contains list of floras and events in Taman Satwa Taru Jurug Surakarta.

Making Leaflet

To make the leaflet of Taman Satwa Taru Jurug Surakarta, I decided to use the leaflet that has been made by the Marketing Division of Taman Satwa Taru Jurug Surakarta. The leaflet uses Indonesian language, so I and my team had to translate it into English. The leaflet of Taman Satwa Taru Jurug contains information about entrance fee, list of discount for different ages (from kindergarten to adult that they can get when they are visiting Taman Satwa Taru Jurug), terms about the discount, information about package named “education package”, contact person that the visitors can reach, list of social media of Taman Satwa Taru Jurug, and some pictures about activities in Taman Satwa Taru Jurug Surakarta.

After I translated the leaflet into English, I consulted that leaflet to the lecturer and internship supervisor. I made it more simple than the booklet because the leaflet design did not use many colors.

Printing the Booklet and Leaflet

This is the last step of making the booklet and leaflet. After designing booklet and leaflet and consulting it to my lecturer and internship supervisor, I printed the booklet and leaflet in Cendana Offset. We printed 25 copies of booklet and 36 sheets of leaflet. We needed about three days to print those booklets and leaflets, and then we gave them to the office of Taman Satwa Taru Jurug Surakarta.

Problems during Internship

The followings are some problems that the writer met during internship at Taman Satwa Taru Jurug Surakarta:

1. Translating difficult words to booklet.
There were some difficult phrases, such as; “Salam Lestari”, “menggunggah empati”.

2. Getting wifi connection
   Wifi in Taman Satwa Taru Jurug Surakarta is only for the employees in Taman Satwa Taru Jurug.

3. Creating a Template with CorelDraw X6
   We found some difficulties to use Corel Draw X6.

4. We found some difficulties to use Corel Draw X6. Printing Booklet and Leaflet
   We found some difficulties to look for printing company.

**Problems Solving**

The solutions of the problems during internship:

1. Translating difficult words to booklet.
   To solve this problem, I used online dictionary and asked the lecturer. Then, the lecturer gave an explanation about it. After translating all of the content of booklet, I and my team gave the translation to the lecturer to check. If there were some mistakes we would revise it together.

2. Getting wifi connection
   Since I and my team had no internet connection through wifi, I decided to use mobile phone (tethering & portable hotspot) to access the internet.

3. Creating a Template with CorelDraw X6
   To overcome it, I asked my friend (from Communication Visual Design) to teach me and my team how to use Corel Draw X6. Then, we started to make design for booklet and leaflet.

4. Printing Booklet and Leaflet
At cendana offset (one of the printing companies), we should print at least 100 copies of booklets and 1000 sheets of leaflets. Then my friend helped us to ask the owner of Cendana Offset.