



**ITE499 - Professional Internship**

**Final Month Report**

**Web Developer Internship at TBS Marketing**

**Intern Student Term 3/ 2022:**

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**Company Name: TBS Marketing**

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**Head of the Program: Dr. Surekha Lanka**

**Date of Submission: 20 June, 2023**

## **Executive Summary**

My three-month Industrial Internship Program work term was with TBS Marketing, Bangkok, Thailand. I was involved in the area of web development, web design, and content creation during my work term, all of which will be outlined in this report. This report will cover some background information on the projects I was involved in, as well as details on how the projects were developed.

### **Major project that I had a significant role in:**

#### **Web Development**

In the field of web development, my primary responsibility was to work on numerous website projects for clients using WordPress. I was tasked with designing and developing website layouts, creating custom functionalities and plugins, and troubleshooting website issues. I successfully completed 16 web development projects within the first month of my internship, showcasing my ability to learn quickly and implement the necessary steps to deliver quality websites. By the end of the three-month internship, I completed web development for 36 web sites using wordpress,css, domain hostings e.g. NameBright, SAV, NameCheap, GoDaddy, DynaDot, etc, Launch CDN and CRM.

#### **Web Design**

In web design, I played a crucial role in creating visually appealing and user-friendly website layouts using suitable themes for every sites based on the topic of websites. I worked closely with the Design team to ensure that the websites met the clients' requirements and aligned with their branding strategies. I also had the opportunity to create logos using Canva, incorporating various elements, designs, and color styles that complemented the overall website themes.

#### **Content Creations**

Content creation was another aspect of my internship, where I contributed to generating relevant and engaging content for the websites. I assisted in creating categories and posts, maintaining standard formatting, and uploading blog posts for over a hundred entries. Additionally, I worked on updating the formatting of existing posts as per the instructions provided by senior developers.

## **Table of Contents**

### **1. ACKNOWLEDGEMENTS**

### **2 INTRODUCTION AND OVERVIEW**

#### **2.1 Comapny – Background Information**

#### **2.2 Introduction**

#### **2.3 Issues in implementing**

#### **2.4 Solution Approach**

#### **2.6 Project Overview**

### **3 PROJECT – PART I: Website development**

#### **3.1 Project Background and Scope**

#### **3.2 Project's Rationale and Goals**

#### **3.3 Technical Details and Applicable Issues**

##### **3.3.1 Installing the product**

##### **3.3.2 Understanding Web Developer**

##### **3.3.3 Overview of the Architecture of Web Developer**

##### **3.3.4 Features of Web Developer**

##### **3.3.5 Future Work**

##### **3.3.6 Summary**

### **4 Project Part II: Web Design**

#### **4.1 Project Background and Scope**

#### **4.2 Project's Rationale and Goals**

#### **4.3 Technical Details and Applicable Issues**

##### **4.3.1 Installing the Product**

##### **4.3.2 Overview of Web Design Architecture**

##### **4.3.3 Features of web designer - Brief Summary**

##### **4.3.4 Future Work**

##### **4.3.5 Summary**

### **5 Project Part II: Web Writing Content Creations**

#### **5.1 Project Background and Scope**

#### **5.2 What is Website Content Creation?**

#### **5.3 Project's Rationale and Goals**

#### **5.4 Technical Details and Applicable Issues**

##### **5.4.1 Installing the Product**

##### **5.4.2 Understanding Website Writing Content Creations**

##### **5.4.3 Overview of the Architecture of Website Writing Content Creations**

##### **5.4.4 Architectural Choices**

##### **5.4.5 Requirements for Website Content Creation**

##### **5.4.6 Solution**

##### **5.4.7 Reference Architecture**

##### **5.4.8 Future Work**

##### **5.4.9 Summary**

### **6 Learning from the internship program**

### **7 Applying my university skills**

## **8 Conclusion**

## **9 APPENDICES**

### **9.1 Appendix A: Requirements for company data management**

### **9.2 Appendix B : Some questions regarding Web developer, Web designer, and Web writing content creator.**

### **9.3 Appendix C: Security Information**

### **9.4 Appendix D: Reference Guide for the new student at TBS Marketing.**

### **10 Picture with my IT team, other stuff and my workstation at TBS Marketing.**

# **1. ACKNOWLEDGEMENTS**

I would like to express my gratitude to the IT professors and the university for preparing me for real-world applications and providing me with a platform to expand my knowledge and skills.

I would like to express my sincere appreciation to TBS Marketing for the Web Developer internship opportunity. Throughout my internship, I am appreciative to the entire team for their guidance, support, and encouragement. My mentors and senior web developers who patiently shared their knowledge and expertise and helped me progress professionally and personally deserve special recognition. I am also appreciative of the HR department's streamlined onboarding procedure and consistent support throughout my internship.

I would also like to acknowledge the unwavering affection and support of my family and friends, who have encouraged and inspired me throughout the internship. Their confidence in me has been a source of fortitude, motivating me to work diligently and do my best.

Lastly, I would like to acknowledge my diligence and perseverance throughout the apprenticeship. I am pleased with my progress and the knowledge and abilities I have acquired. This experience has been a significant step in my personal and professional development, and I am eager to continue to build upon my knowledge further.

## **2. INTRODUCTION AND OVERVIEW**

### **2.1 Comapny – Background Information**

TBS Marketing is a premier marketing agency known for its expertise in assisting businesses in achieving growth through highly effective marketing strategies. With a specific emphasis on website design and development, TBS Marketing is committed to delivering top-notch solutions to clients across diverse industries. The company is driven by a mission to provide innovative and tailored marketing solutions that yield tangible results and elevate client satisfaction.

As a leader in the industry, TBS Marketing understands the crucial role that an impactful online presence plays in the success of modern businesses. By leveraging their extensive knowledge and experience, the company crafts compelling marketing campaigns that not only attract customers but also foster long-term relationships.

TBS Marketing takes a comprehensive approach to website design and development, recognizing that a visually captivating and user-friendly website is vital for establishing credibility and engaging potential customers. By staying up to date with the latest design trends and technological advancements, TBS Marketing ensures that their clients' websites are not only aesthetically pleasing but also optimized for functionality and performance.

Furthermore, TBS Marketing's dedication to customer satisfaction sets them apart from competitors. They take the time to understand each client's unique requirements, objectives, and target audience, enabling them to tailor marketing strategies that align with specific business goals. By fostering strong client relationships and maintaining open lines of communication, TBS Marketing ensures that clients are involved throughout the process, resulting in highly personalized and effective marketing solutions.

With a team of skilled professionals, TBS Marketing has established a reputation for delivering exceptional results. Their diverse skill set, combined with a commitment to continuous improvement and staying abreast of industry trends, enables them to provide cutting-edge marketing services that drive business growth.

In summary, TBS Marketing is a leading marketing agency that excels in delivering customized marketing strategies and solutions to businesses. With a specialization in website design and development, the company helps clients establish a strong online presence and achieve their marketing goals. By combining innovation, expertise, and a customer-centric approach, TBS Marketing consistently delivers high-quality results and exceeds client expectations.

### **2.2 Introduction**

During my internship at TBS Marketing, I had the opportunity to work as a Web Developer, contributing to the company's mission by designing and developing websites using WordPress. This report aims to provide an overview of my internship experience, including the on-boarding process, the alignment of my expectations with the actual experience, the preparation received for future career prospects, and the obstacles and challenges encountered.

## **2.3 Issues in implementing**

Throughout the internship, I encountered several challenges and obstacles that required problem-solving and adaptation. The main issues faced were communication challenges, technical challenges, and time management constraints.

### **Communication Challenges**

As an intern, clear instructions and effective communication are essential for performing tasks efficiently. However, language barriers and unclear instructions sometimes led to miscommunication, resulting in confusion and delays. To address this issue, I actively sought clarifications, asked for feedback, and communicated any difficulties to ensure a better understanding of the assigned tasks.

### **Technical Challenges**

Working with WordPress and other web development tools presented technical challenges. Issues such as plugin compatibility, website performance optimization, and troubleshooting website problems required research and assistance from senior developers. These challenges provided valuable opportunities for learning and growth, as I developed problem-solving skills and became more resourceful in finding solutions.

### **Time Management**

Managing multiple projects and deadlines posed challenges, particularly when unexpected tasks or revisions arose. I had to prioritize tasks, allocate time efficiently, and ensure the delivery of high-quality work within specified timeframes. Improving my time management skills was crucial in meeting project deadlines and maintaining progress.

## **2.4 Solution Approach**

To overcome these challenges, I implemented several strategies. Improved communication involved seeking clarifications, asking for feedback, and providing regular progress updates. Continuous learning through self-study, online tutorials, and guidance from senior developers helped me overcome technical challenges and enhance my problem-solving abilities. Enhanced time management involved creating schedules, setting realistic deadlines, and prioritizing tasks based on urgency and importance.

Despite the challenges encountered, these experiences provided valuable learning opportunities and further developed my communication, technical, and time management skills. Through proactive problem-solving and adaptation, I was able to navigate and overcome the obstacles, contributing to my personal and professional growth.

## **2.6 Project Overview:**

The projects I have worked on after joining TBS Marketing are:

1. **Website development**

Using WordPress, WordPress plugins, CSS, Launch CDN, Domain hostings, Fathom website for Fathom ID creation during English site development, and HRef website for redirection after adding every site to CRM.

2. **Website design**

Involves logo design for every site, choose and apply an appropriate theme for every site based on the topic of the site.

3. **Website writing content creations**

Involves writing three articles for every website and each article needs to have two categories where one category is common for every posting of the article and website content creation involves using the Roojai Website. For some of the Indonesian sites, we had to add a relevant article link from the Roojai website to a keyword for every post we did, and we had to choose an article from Roojai that closely matches the topic of every post.



## **3 PROJECT – PART I: Website development**

### **3.1 Project Background and Scope:**

Throughout my three-month internship at TBS Marketing, I had the opportunity to work on an extensive web development project. The scope of the project involved the creation and design of 36 websites using a combination of WordPress, CSS, and domain hosting services such as NameBright, SAV, NameCheap, GoDaddy, DynaDot, and others. Additionally, I had the chance to utilize Launch CDN (Content Delivery Network) and CRM (Customer Relationship Management) systems to enhance the performance and management of the websites. The project I have been working on as a web developer during my internship at TBS Marketing involves creating and improving websites using WordPress. The scope of the project includes designing website layouts, customizing themes, and enhancing website functionalities. I have been assigned multiple projects, including updating three big sites: prestigeproperties.com, uct-asia.com, and a new 'sourceone' named website project. The projects aim to make the websites visually appealing, user-friendly, and engaging for visitors.

### **3.2 Project's Rationale and Goals:**

The rationale behind this project was to provide clients with comprehensive web development solutions that encompassed not only the visual and functional aspects but also the technical aspects of hosting, content delivery, and customer management. The primary goal was to deliver high-quality websites that exceeded clients' expectations, aligned with their branding, and helped them achieve their business objectives.

The rationale behind the project is to help businesses establish a strong online presence and improve their online marketing efforts. The goals of the project are to create attractive websites, improve user experience, and increase website conversions. By achieving these goals, the project aims to drive more traffic to the websites and contribute to the success of the associated businesses.

Throughout the project, my objective was to leverage the power of WordPress and CSS to create visually appealing and user-friendly websites. Additionally, by utilizing different domain hosting services, I aimed to ensure seamless website accessibility and reliable hosting for the clients. The implementation of Launch CDN allowed for improved website performance, faster loading times, and enhanced user experience. Furthermore, the integration of a CRM system facilitated efficient customer management and engagement.

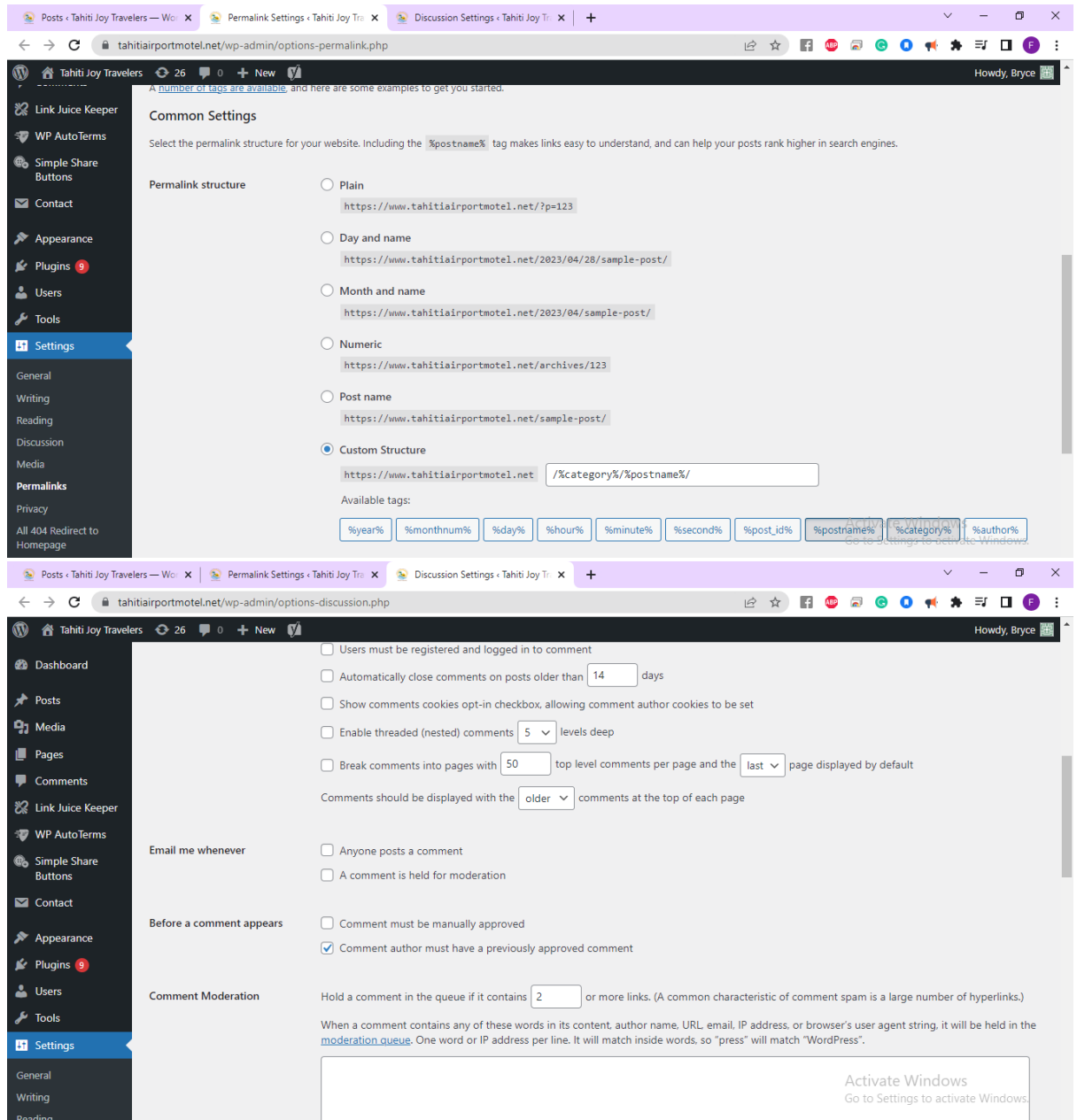
### **3.3 Technical Details and Applicable Issues:**

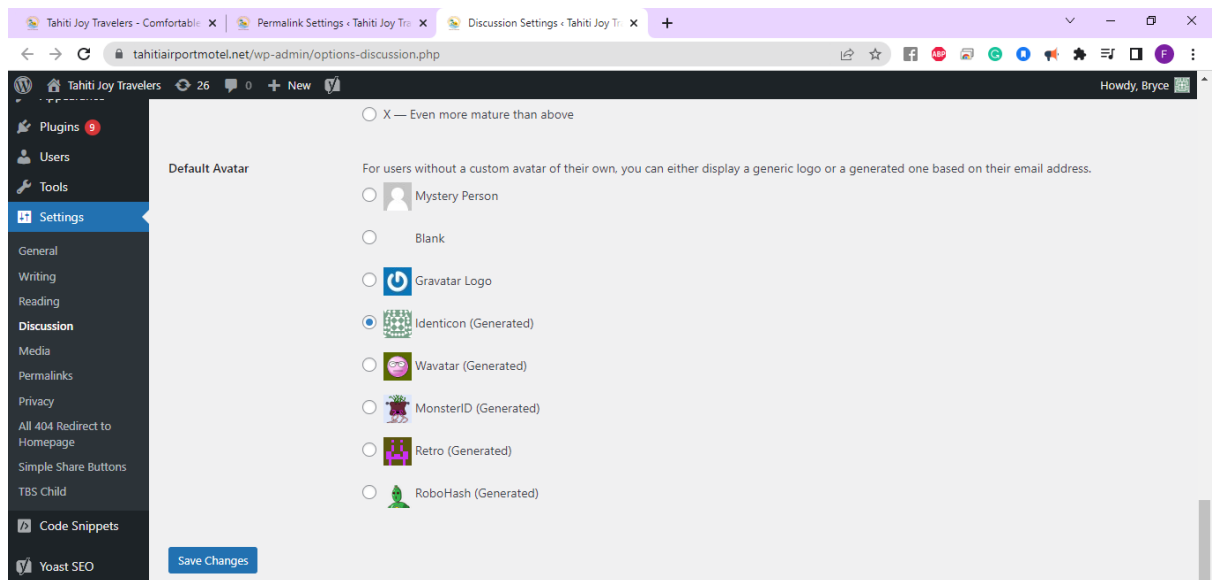
During my internship as a web developer, I focused on various technical details and encountered some applicable issues related to the web development work I was assigned. Here are the details below.

#### **Technical Details:**

**Content Management System (CMS):** I primarily worked with WordPress, a popular content management system (CMS), for website development. WordPress provided a user-friendly interface and a wide range of themes and plugins that allowed me to create and customize websites efficiently.

1.





**Theme Customization:** To meet the specific requirements of each project, I extensively customized existing WordPress themes. This involved modifying the layout, color schemes, typography, and overall design elements to match the desired visual aesthetics.

**Responsive Design:** I ensured that the websites I worked on were responsive, meaning they were optimized to provide an optimal viewing experience across various devices and screen sizes. This required implementing responsive design techniques, such as using media queries and flexible grid systems.

**Website Performance Optimization:** I focused on optimizing website performance by implementing techniques like image optimization, minification of CSS files, and caching. These measures helped to improve page load times and overall user experience.

### **Applicable Issues:**

**Cross-Browser Compatibility:** One of the challenges I encountered was ensuring that the websites I developed were compatible with different web browsers. I had to test the websites thoroughly across popular browsers like Chrome, Firefox, Safari, and Internet Explorer to ensure consistent rendering and functionality.

**Debugging and Troubleshooting:** While working on website development, I faced occasional issues such as layout inconsistencies or broken links. To resolve these issues, I utilized debugging tools, inspected the code, and applied appropriate fixes to ensure the websites were error-free and functional.

**Content Integration:** Integrating client-provided content into the websites was sometimes challenging due to variations in formatting and content structure. I had to adapt and format the content appropriately to maintain a cohesive and visually appealing presentation.

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You are customizing  
Menus

Menu 1  
(Currently set to: Primary Navigation)

Create New Menu

Menu Location  
Your theme can display menus in one location.

View Location

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Customizing • Menus  
Menu 1

Menu Name  
Menu 1

Home Custom Link

About Page

Asuransi Category

Pengadaan Category

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Privacy Policy Page

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Pengadaan Category

Transportasi Category

Gudang Category

Privacy Policy Page

Contact Page

Reorder + Add Items

Menu Location  
Here's where this menu appears. If you would like to change that, pick another location.  
☒ Primary Navigation (Current: Menu 1)

Menu Options  
☐ Automatically add new top-level pages to this menu

Delete Menu

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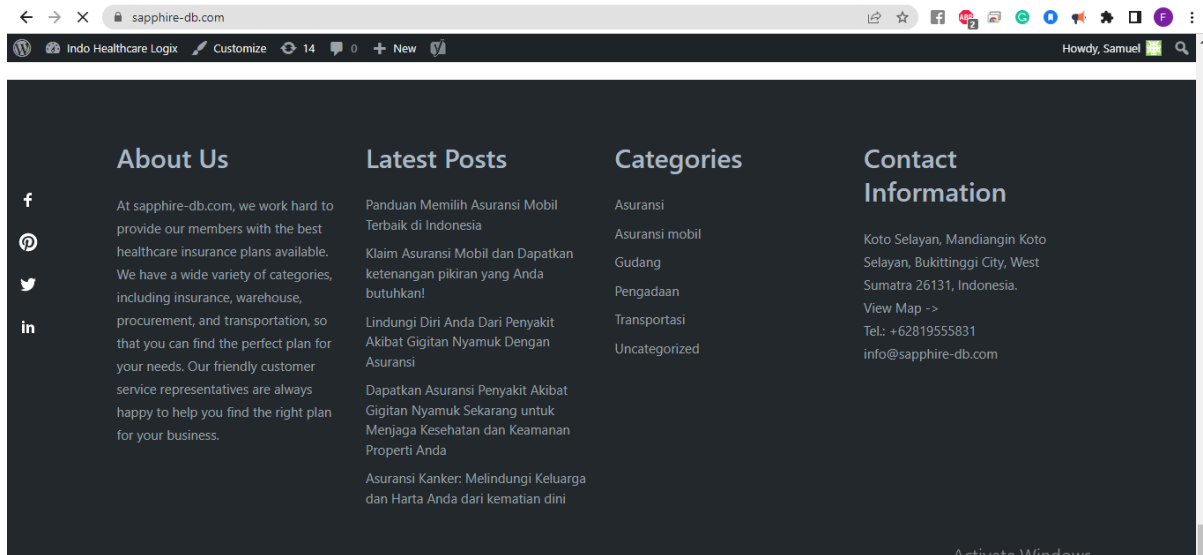
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**Client Communication and Feedback:** Throughout the project, effective communication with clients was crucial. I regularly interacted with clients to gather requirements, provide progress updates, and address any concerns or feedback they had. It was essential to understand their expectations and incorporate their feedback into the website design and functionality.

By tackling these technical details and addressing the applicable issues, I was able to create visually appealing, functional, and user-friendly websites that met the project's objectives. These experiences helped me develop a solid understanding of web development principles and refine my skills as a web developer.

The web development project involved utilizing various technical tools and skills. I utilized WordPress as the content management system, employing its extensive themes, plugins, and customization options to create unique and tailored websites. CSS played a crucial role in fine-tuning the design and layout of the websites, ensuring consistency and responsiveness across different devices.

Domain hosting services such as NameBright, SAV, NameCheap, GoDaddy, DynaDot, and others were used to register and manage domain names, set up DNS configurations, and ensure reliable website hosting. This required working with different domain registrar platforms and configuring the necessary settings to establish a seamless connection between the domains and the hosted websites.

The implementation of Launch CDN was a key technical aspect of the project. Launch CDN helped optimize website performance by distributing website content across multiple servers worldwide, resulting in faster load times for users across different geographical locations. This involved configuring the CDN settings and integrating it with the websites to ensure effective content delivery.

Additionally, the integration of a CRM system facilitated efficient customer management. This allowed for better communication, tracking of leads, and maintaining relationships with clients and website users. The CRM system enabled us to effectively handle customer inquiries, manage contact information, and track website analytics to drive business growth.

Throughout the project, I encountered various technical challenges and issues related to website development, domain hosting, CDN implementation, and CRM integration. However, by leveraging my technical skills and problem-solving abilities, I was able to overcome these challenges and deliver successful outcomes.

By the end of the three-month internship, I successfully completed the web development for 36 websites using WordPress, CSS, various domain hosting services, Launch CDN, and CRM integration. This comprehensive experience allowed me to gain valuable knowledge and skills in web development, hosting management, and optimizing website performance.

**3.3.1 Installing the product:** To begin the project, I installed WordPress, a popular website-building platform that simplifies website creation and management. WordPress provides an intuitive interface and a wide range of themes and plugins that can be customized to meet the specific needs of each website.

**3.3.2 Understanding Web Developer:** As a web developer, my role involves using WordPress as a tool to create and maintain websites. I utilize the built-in features and customization options available in WordPress to design website layouts, add content, and enhance website functionalities. I focus on the visual aspects and user experience of the websites.

**3.3.3 Overview of the Architecture of Web Developer:** The architecture of a web developer using WordPress involves utilizing pre-designed themes and customizing them to create unique websites. Themes determine the overall look and feel of the website, while customization options allow for changes in colors, fonts, and layout structures. I have been using existing themes and modifying them to match the desired design and branding.

**3.3.4 Features of Web Developer - Web Developer:** As a web developer, my skills lie in utilizing WordPress and its features to create visually appealing and functional websites. I focus on the design elements such as layout, color schemes, and typography to create an attractive user interface. Additionally, I ensure that the websites are responsive and optimized for different devices to provide a seamless user experience.

**3.3.5 Future Work:** Looking ahead, there are ongoing website development projects that require further improvements and updates. This may include refining the design, adding new functionalities, and optimizing website performance. There is also the potential for collaboration with designers and content creators to continuously enhance the websites and meet client expectations.

### **3.3.6 Summary:**

During my internship, I have been actively involved in web development projects using WordPress. My role as a web developer has focused on creating visually appealing websites and improving user experience. By customizing themes and utilizing the features provided by WordPress, I have been able to design attractive layouts and enhance website functionalities. The project's goals align with the objective of helping businesses establish a strong online presence and drive more traffic to their websites. Moving forward, there are ongoing projects and future opportunities to further enhance the websites and meet client requirements.



## **4                      Project                      Part                      II:                      Web                      Design**

### **4.1 Project Background and Scope:**

During my internship, the web design project I worked on had a broad scope, focusing on creating visually appealing and user-friendly websites. The project aimed to enhance the online presence of various businesses by designing engaging and functional websites using WordPress and CSS. The websites were developed to meet the specific requirements of each client and were tailored to their respective industries and target audiences.

During my internship, I was assigned to work on web design projects for various clients. The scope of the project involved creating visually appealing and user-friendly websites using the WordPress platform. The goal was to design and develop websites that aligned with the clients' branding and marketing objectives, providing them with effective online platforms to showcase their products or services.

### **4.2 Project's Rationale and Goals:**

The rationale behind the web design project was to help businesses establish a strong online presence, increase brand visibility, and attract and engage their target customers. By creating visually appealing designs and optimizing user experience, the goal was to improve website usability, encourage user interaction, and ultimately drive conversions and business growth. The project aimed to deliver high-quality website designs that aligned with the clients' brand identities, objectives, and industry standards.

### **4.3 Technical Details and Applicable Issues:**

Technical Details:

In terms of technical details, my focus during the internship was on utilizing web design tools and software to create visually appealing websites. I primarily used graphic design software like Figma and Canva to create mockups and design elements for the websites. These tools allowed me to experiment with different color schemes, typography, and layout options, ensuring that the websites had an attractive visual appearance.

WordPress and CSS: The project involved using WordPress as the content management system (CMS) to develop the websites. WordPress provided a flexible and user-friendly platform for creating and managing website content. CSS (Cascading Style Sheets) was utilized to customize the appearance and layout of the websites, ensuring a visually pleasing and cohesive design.

Design Tools and Software: I utilized graphic editing tools such as Canva to create and manipulate images, graphics, and visual elements for the website logos. Until now, I have

cerated and designed over 30-40 logos for sites as needed. Additionally, I used prototyping tools like Figma to create interactive mockups for user testing and feedback.

**Responsive Design:** An important aspect of the project was implementing responsive design techniques. This involved utilizing CSS media queries and responsive frameworks to ensure that the websites were optimized for various devices and screen sizes, providing a consistent and seamless user experience across desktop, tablet, and mobile platforms.

**User Experience (UX) Design:** I focused on enhancing the UX by applying design principles, considering factors such as intuitive navigation, clear calls-to-action, and visual hierarchy. By prioritizing content and improving usability, the goal was to create websites that were easy to navigate and provided a positive user experience.

**Accessibility:** Another consideration in the project was ensuring the websites adhered to accessibility guidelines. This involved implementing practices such as providing alt tags for images, using proper heading structure, and ensuring color contrast for improved readability and accessibility for users with disabilities.

**Performance Optimization:** I paid attention to optimizing website performance by implementing techniques such as image compression, minification of CSS and JavaScript files, and caching. These optimizations aimed to reduce page load times and improve overall website speed and performance.

**Cross-Browser Compatibility:** I tested the websites across different browsers and devices to ensure they functioned and displayed correctly. This involved addressing any compatibility issues and making necessary adjustments to ensure a consistent experience across various browsers, such as Chrome, Firefox, Safari, and Edge.

Throughout the project, I encountered challenges such as balancing design aesthetics with functionality, ensuring consistency across different pages and sections of the websites, and meeting the specific requirements and preferences of each client. However, by leveraging my skills and knowledge in web design, I successfully navigated these challenges and delivered visually appealing, user-friendly, and technically sound website designs that met the project's goals and objectives.

### **Applicable Issues:**

Throughout my internship, I encountered a few applicable issues that required problem-solving and collaboration with my team. One of the challenges I faced was ensuring the websites I designed were responsive. It was important to make sure that the websites could adapt and display properly on different devices and screen sizes. I had to test the websites extensively to ensure they provided a consistent and optimal user experience across various platforms.

Another issue that I encountered was related to optimizing website performance. It was crucial to create websites that loaded quickly and efficiently. To achieve this, I had to pay attention to factors such as image optimization, file compression, and minimizing unnecessary code. By addressing these aspects, I aimed to improve the overall speed and performance of the websites.

Furthermore, I also focused on incorporating user-friendly navigation and intuitive interfaces. It was essential to design websites that were easy to navigate and provided a seamless user experience. I paid attention to creating clear and organized menu structures, ensuring that visitors could find the desired information or navigate between different sections of the website effortlessly.

Lastly, I encountered challenges related to ensuring the compatibility of the websites across different web browsers. Each browser interprets website code slightly differently, which can result in inconsistencies in the appearance and functionality of the websites. To address this, I had to conduct thorough testing and make necessary adjustments to ensure a consistent experience across multiple browsers.

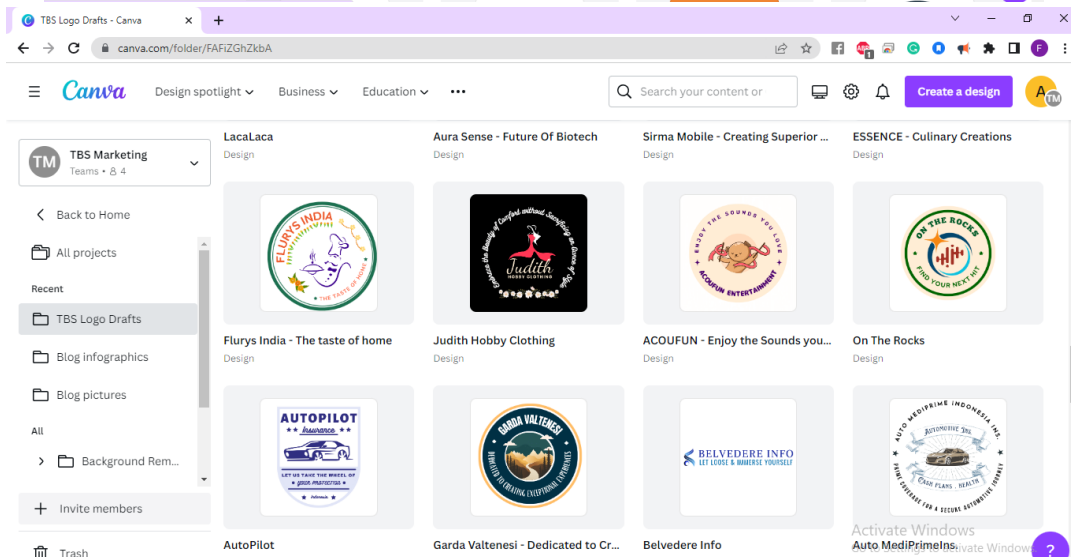
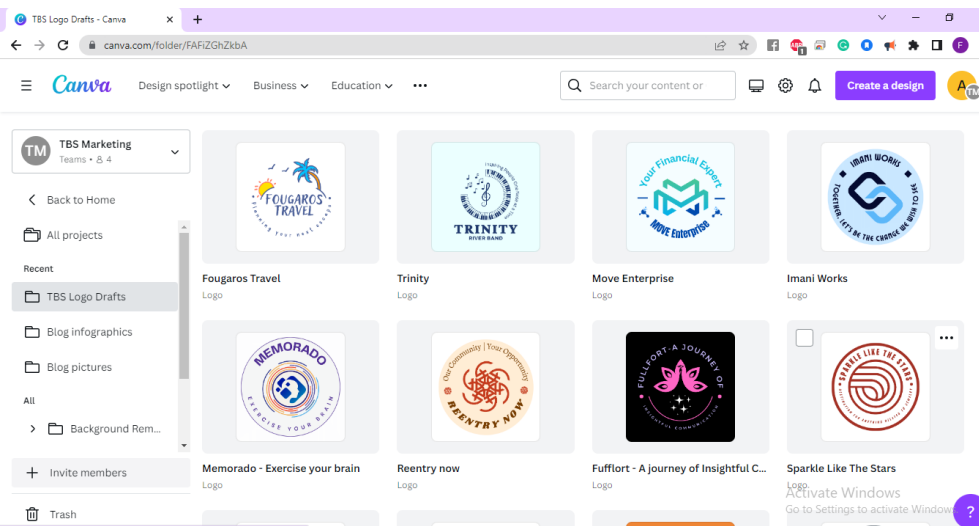
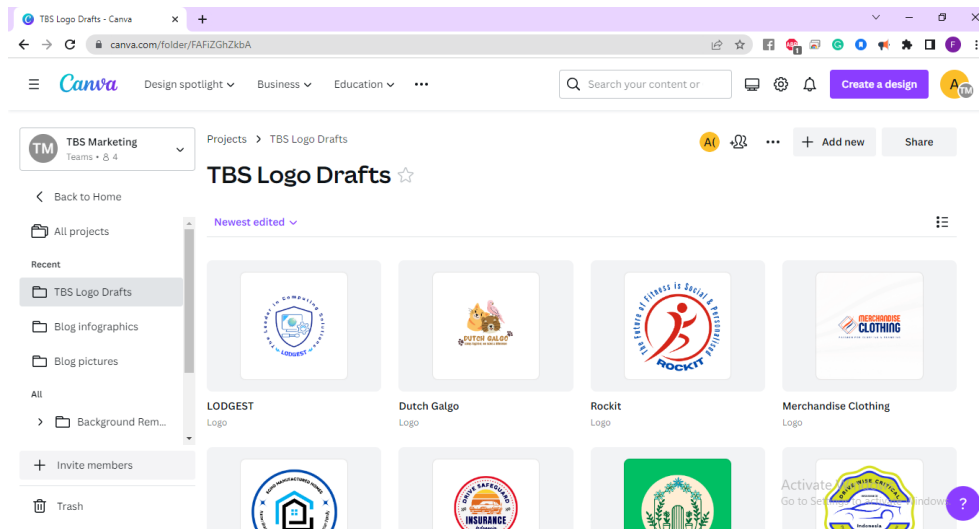
In summary, my internship experience in web design involved utilizing graphic design software to create visually appealing websites. I encountered applicable issues such as responsive design, website performance optimization, user-friendly navigation, and cross-browser compatibility. By addressing these challenges and collaborating with my team, I aimed to deliver high-quality websites that met the clients' requirements and provided an excellent user experience.

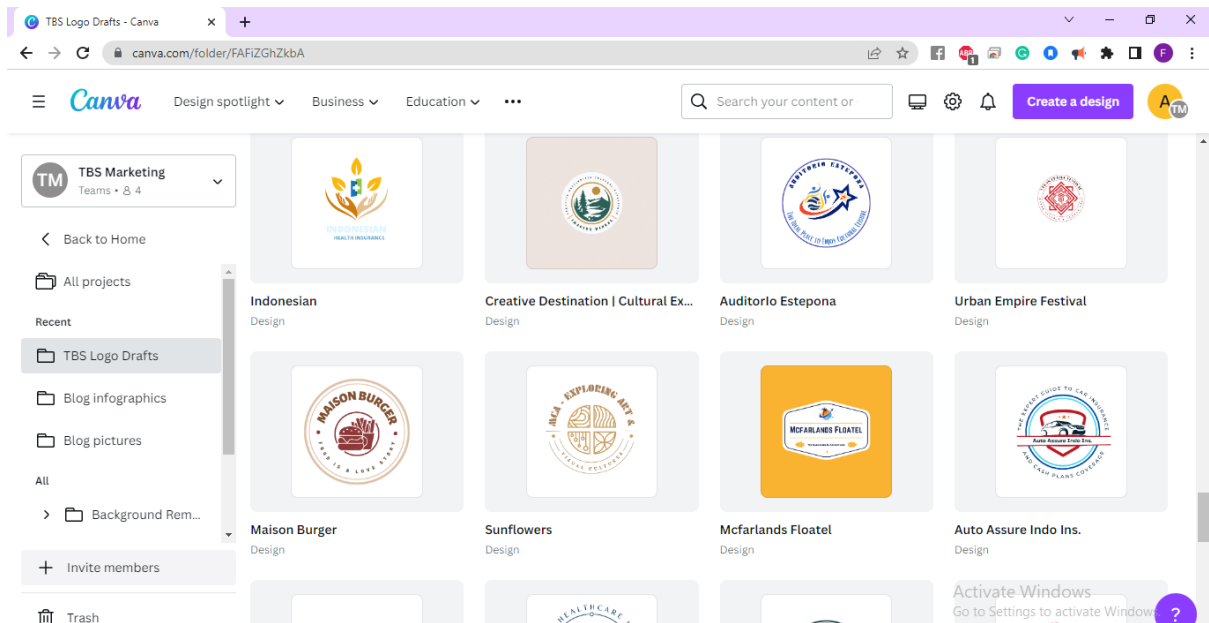
#### **4.3.1 Installing the Product:**

During my web design internship, I didn't have to install any specific software or product since I primarily used online tools for my design work. However, I made sure to have a stable internet connection and access to the required websites and platforms, such as Canva, Figma, and Freepik.

#### **Understanding Canva:**

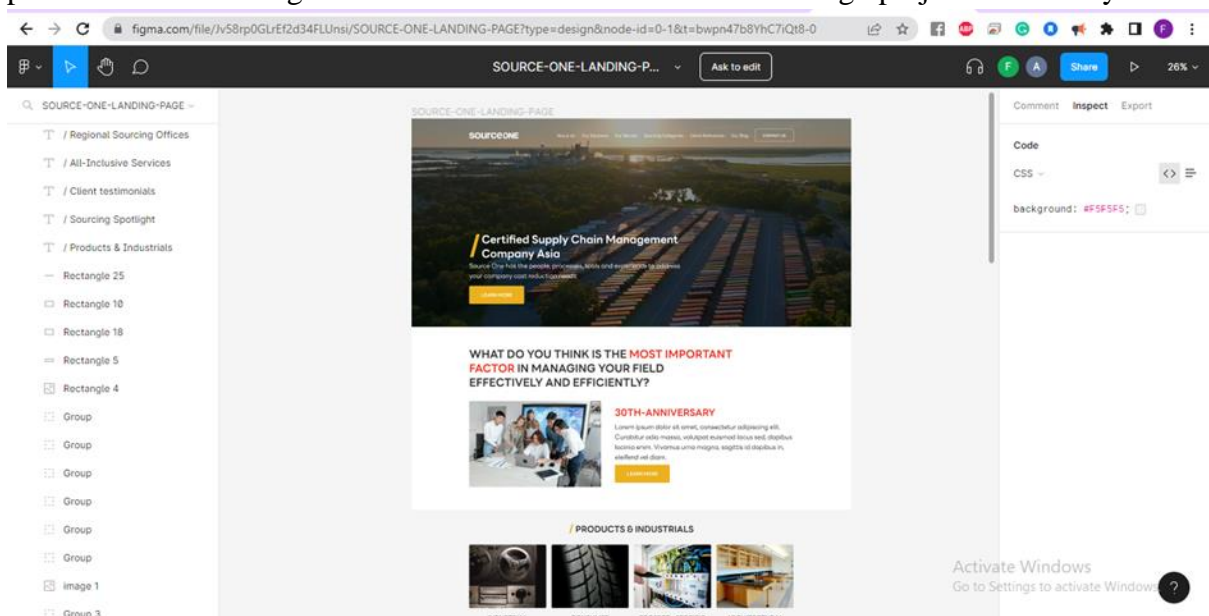
Canva was my primary tool for designing logos during my internship. It is an online graphic design platform that offers a wide range of pre-designed templates, illustrations, fonts, and other design elements. I utilized Canva's premium features to create professional and visually appealing logos for the websites I worked on.





**Understanding Figma:** Figma is a powerful design tool that I utilized during my web design internship. It is a cloud-based platform that allows for collaborative and efficient design workflows. Figma offers a range of features and capabilities that greatly enhance the design process.

Overall, Figma's collaborative nature, cloud-based platform, design components, prototyping capabilities, version control, plugins, and responsive design features make it a versatile and powerful tool for designers to create and collaborate on web design projects efficiently.

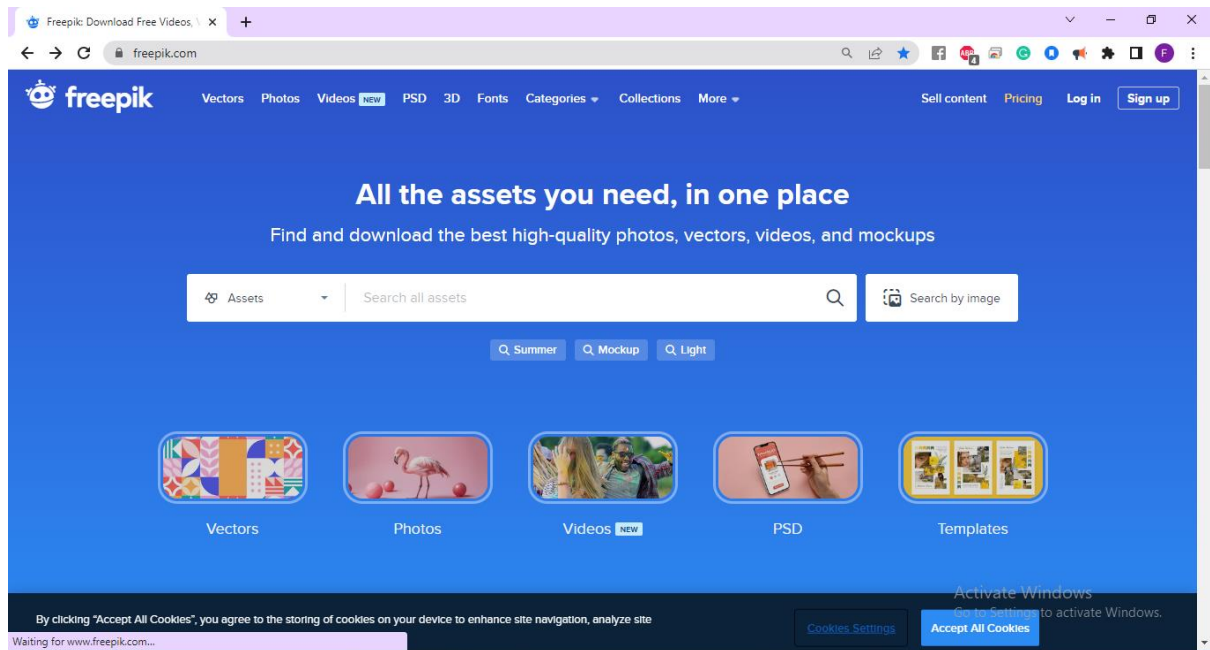


## Understanding Freepik :

Freepik is a popular online platform that provides a wide range of high-quality graphic resources for designers. It offers a vast collection of free and premium vector graphics,

illustrations, icons, photos, templates, and more. Understanding how to use Freepik effectively can greatly enhance the visual appeal of web design projects.

I used company's premium subscription plan of Freepik that provides access to a broader range of resources without any attribution requirements. Subscribing to the premium plan allows you to download and use premium resources for commercial projects without limitations.



### 4.3.2 Overview of Web Design Architecture:

In the context of my internship, web design architecture referred to the structure and organization of the websites I worked on. Although I didn't directly manipulate the underlying HTML, PHP, or JavaScript code, I focused on the visual aspects and user experience. I ensured that the websites had an intuitive navigation flow, visually appealing layouts, and appropriate use of images and other media elements.

### 4.3.3 Features of web designer - Brief Summary:

Here are the features of a web designer based on my internship experiences:

I have become proficient in using popular web design tools such as Canva and Figma. These tools have allowed me to create visually appealing and user-friendly website designs.

Throughout my internship, I have developed a strong understanding of Wordpress and CSS (Cascading Style Sheets). This knowledge has empowered me to translate design concepts into functional web pages.

I have learned about responsive web design principles to ensure that websites I design adapt and provide an optimal user experience across different screen sizes and devices, considering the increasing use of mobile devices.

I prioritize user-centered design principles, taking into account the target audience and their needs. This involves creating intuitive navigation, clear call-to-action buttons, and overall user-friendly interfaces.

My internship has honed my visual design skills, including an eye for aesthetics, color theory, and typography. I can create visually appealing designs that align with a brand's identity and effectively convey the desired message.

I have gained a basic understanding of user experience (UX) design principles, focusing on creating websites that are easy to navigate, provide clear information hierarchy, and deliver a positive user experience.

Effective collaboration and communication skills are essential in my role as a web designer. Throughout my internship, I have collaborated closely with developers, content creators, and clients, ensuring clear and concise communication to meet design goals.

I stay updated with current design trends and best practices in the industry. This includes keeping an eye on emerging design patterns, understanding the latest technology advancements, and incorporating them into my work.

I approach design challenges with a problem-solving mindset, finding creative solutions to design constraints and adapting designs to meet specific requirements.

Attention to detail is crucial in my work as a web designer. I ensure that every element on the website is visually consistent and aligned with design standards. I am committed to delivering high-quality work.

These features highlight the skills and attributes I have developed as a web designer during my internship. It is important to note that the specific skills required may vary depending on the organization and project requirements.

### **4.3.3 Features of Canva - Brief Summary:**

Canva provided several key features that were essential to my web design work:

**Pre-designed Templates:** Canva offered a wide variety of ready-to-use templates for logos, social media graphics, and other design elements, allowing me to quickly create professional-looking visuals.

**Design Elements:** Canva provided an extensive collection of design elements, including illustrations, icons, shapes, and fonts, enabling me to customize and enhance my designs.

**Collaboration Tools:** Canva allowed for easy collaboration with team members or clients by enabling real-time editing and sharing functionalities.

## **Features of Figma - Brief Summary:**

**Collaborative Design:** Figma excels in enabling real-time collaboration among team members, allowing them to work together on design projects simultaneously. This feature promotes efficient communication and seamless collaboration.

**Cloud-based Platform:** As a cloud-based tool, Figma offers the advantage of accessing design files from anywhere, making it convenient for remote teams. It eliminates the need for file transfers and ensures that everyone is working on the most up-to-date version of the design.

**Design Components and Libraries:** Figma provides a powerful system for creating and utilizing design components and libraries. Design components allow for the creation of reusable elements, while libraries ensure consistency across projects by sharing and synchronizing design assets.

**Prototyping and Interactions:** With Figma, designers can easily create interactive prototypes to demonstrate the user experience and flow of a design. It offers features for creating clickable links, transitions, and animations, allowing stakeholders to better visualize the design's functionality.

**Version Control and History:** Figma includes version control capabilities that allow designers to track and manage design iterations. It also provides a design history feature, which displays a timeline of changes made to the design, ensuring transparency and easy access to previous versions.

**Plugins and Integrations:** Figma supports a wide range of plugins and integrations, enabling designers to extend the tool's functionality. These plugins enhance productivity by automating tasks, integrating with other design tools, and providing additional design resources.

**Design Handoff and Collaboration:** Figma offers features that facilitate design handoff to developers. It allows for easy extraction of design assets, specifications, and code snippets, streamlining the handoff process and ensuring accurate implementation.

**Responsive Design:** Figma enables designers to create designs that are responsive and adapt to different screen sizes and devices. This feature is particularly useful for web design, as it allows designers to preview and adjust designs for various screen resolutions.



Overall, Figma's collaborative nature, cloud-based platform, design components, prototyping capabilities, version control, plugins, and responsive design features make it a versatile and powerful tool for designers to create and collaborate on web design projects efficiently.

#### **4.3.4 Future Work:**

Moving forward, I plan to continue expanding my skills and knowledge in web design. Some areas I would like to explore and focus on include:

Front-End Development: Learning HTML, CSS, and JavaScript to have a deeper understanding of web development and to have more control over the design and functionality of websites.

UI/UX Design: Further enhancing my understanding of user interface and user experience design principles to create more engaging and intuitive web interfaces.

Accessibility: Ensuring that the websites I design are accessible to users with disabilities, following accessibility guidelines and best practices.

#### **4.3.5 Summary:**

Throughout my web design internship, I used online tools such as Canva, Figma, and Freepik to create logos, test UI/UX designs, and select appropriate featured images for article postings. I didn't engage in traditional web development using HTML, PHP, or JavaScript. Canva provided me with a range of features and templates to create visually appealing logos, while Figma allowed me to test and refine my UI/UX designs. In the future, I intend to delve deeper into front-end development, UI/UX design, and accessibility to further enhance my web design skills.

## 5 Project Part II: Web Writing Content Creations

### 5.1 Project Background and Scope:

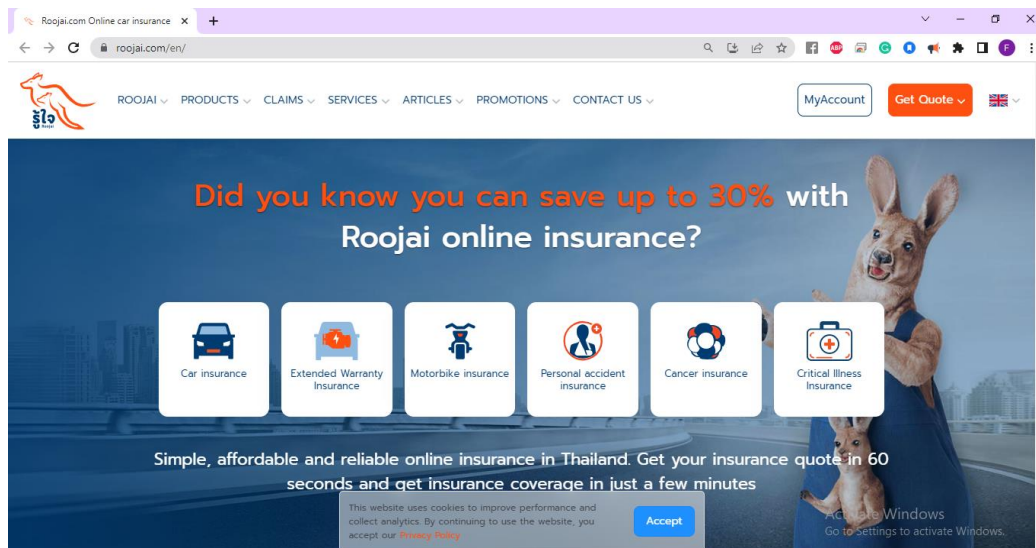
During my internship at TBS Marketing, I undertook a project focused on website content creation. The scope of the project involved generating three articles per website, each around 1000 words in length. The articles were tailored to the specific topics and categories of the websites. Additionally, as part of the project, I utilized the Roojai website for some Indonesian sites to enhance the content.

### 5.2 What is Website Content Creation?

Website content creation refers to the process of crafting written material specifically for websites. It involves producing informative, engaging, and relevant articles that cater to the target audience of the website. The goal is to provide valuable information, educate the readers, entertain them, or promote products and services while aligning with the website's purpose and objectives.

### 5.3 Project's Rationale and Goals:

The rationale behind the website content creation project was to enhance the quality and appeal of the websites we worked on. Our goal was to create high-quality articles that would engage website visitors and contribute to the success of our clients' businesses. By producing valuable and engaging content, we aimed to attract more visitors, improve user experience, and boost conversion rates. As part of the project, we incorporated the Roojai website to add relevant article links and ensure a comprehensive content offering.



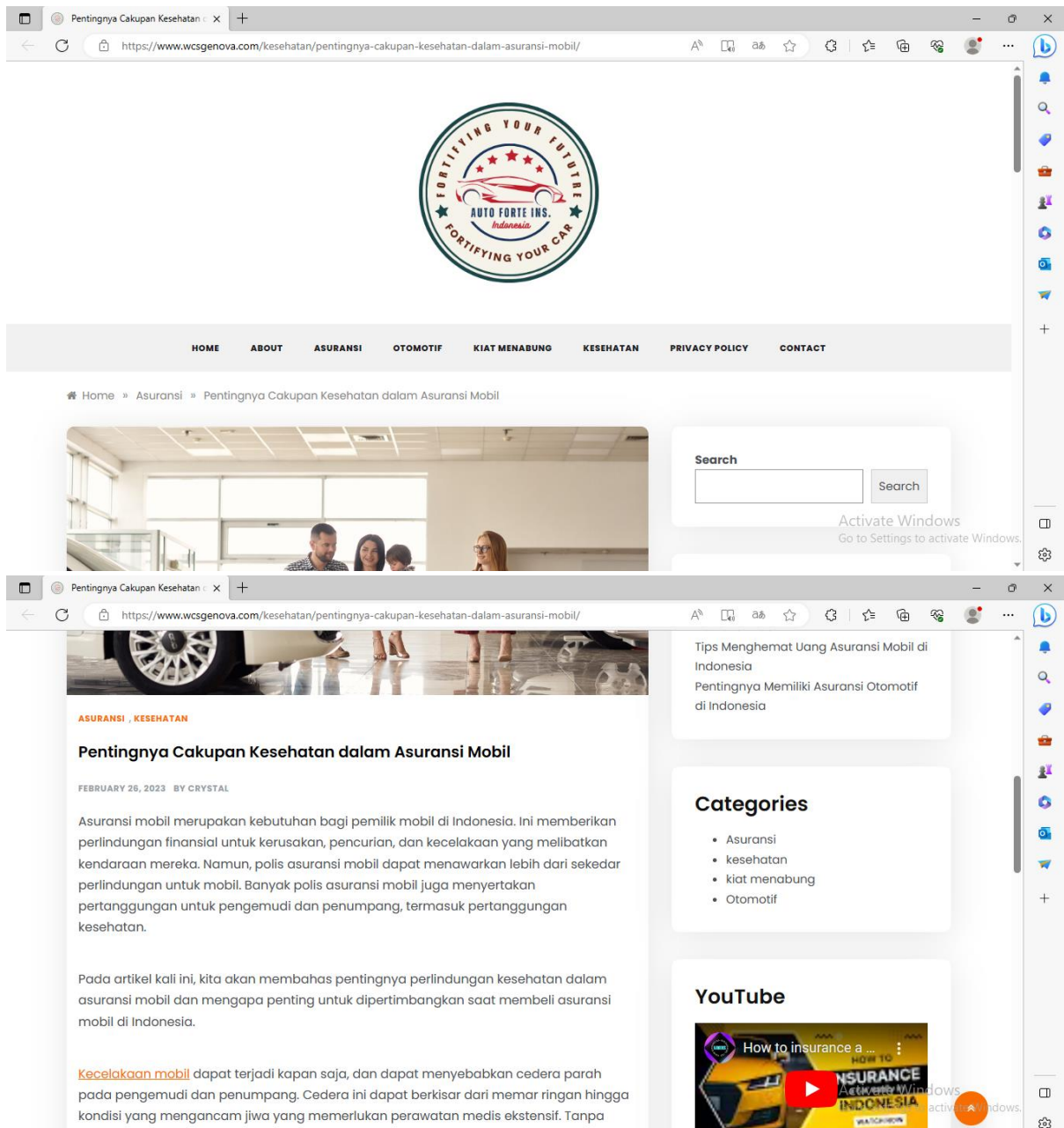
Posting URL	IP
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2	
3	18.65.25.125
4	18.154.132.126
5	13.33.21.109
6	18.164.154.101
7	18.161.111.8
8	151.139.128.10
9	18.161.97.79
10	143.204.9.98
11	54.192.81.6
12	18.65.25.49
13	18.154.144.2
14	18.65.3.67
15	18.154.144.21
16	18.65.25.66
17	18.154.206.84
18	
19	
20	151.139.128.10
21	18.161.111.119

IP	DA	PA	TF	DR	R
1					
2	26	25	4	21	
3	24	28	4	23	
4	25	25	13	26	
5	29	28	5	30	
6	31	30	8	26	
7	25	38	13	31	
8	32	27	10	36	
9	29	29	11	22	
10	21	28	16	23	
11	25	29	10	27	
12	26	25	1	24	
13	20	33	13	23	
14	21	20	3	22	
15	22	19	3	22	
16	20	31	10	20	
17					
18					
19					
20	14	36	14	32	
21	21	16	6		

TF	DR	RD	Keyword	Channel	Target URL
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2					
3	4	21	2/1/2023 Asuransi Penyakit Kritis		https://www.roojai.co
4	4	23	2/3/2023 asuransi penyakit kritis		https://www.roojai.co
5	13	26	2/5/2023 Asuransi penyakit kritis		https://www.roojai.co
6	5	30	2/7/2023 Asuransi penyakit kritis		https://www.roojai.co
7	8	26	2/9/2023 asuransi hospital cash plan		https://www.roojai.co
8	13	31	2/11/2023 asuransi kecelakaan diri		https://www.roojai.co
9	10	36	2/13/2023 asuransi kecelakaan		https://www.roojai.co
10	11	22	2/15/2023 polis asuransi kesehatan		https://www.roojai.co
11	16	23	2/17/2023 asuransi mobil		https://www.roojai.co
12	10	27	2/19/2023 Asuransi Mobil Terbaik		https://www.roojai.co
13	1	24	2/21/2023 asuransi mobil		https://www.roojai.co
14	13	23	2/23/2023 Asuransi kendaraan		https://www.roojai.co
15	3	22	2/25/2023 Asuransi Car All Risk		https://www.roojai.co
16	3	22	2/27/2023 Asuransi kendaraan mobil		https://www.roojai.co
17	10	20	2/28/2023 Asuransi mobil Allrisk terbaik		https://www.roojai.co
18					
19					
20	14	32	3/1/2023 asuransi penyakit kritis		https://www.roojai.co
21	6	23	3/2/2023 asuransi penyakit kritis		https://www.roojai.co

Excel Roojai ID - link log - Saved to OneDrive					
File Home Insert Draw Page Layout Formulas Data Review View Help					
Calibri (Body) 11 B General					
1	Keyword	Channel	Target URL	Date / Booking Date	landing url
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3	2/3/2023 asuransi penyakit kritis		<a href="https://www.roojai.co.id/critical-illness-insurance/">https://www.roojai.co.id/critical-illness-insurance/</a>		
4	2/5/2023 Asuransi penyakit kritis		<a href="https://www.roojai.co.id/critical-illness-insurance/">https://www.roojai.co.id/critical-illness-insurance/</a>		
5	2/7/2023 Asuransi penyakit kritis		<a href="https://www.roojai.co.id/critical-illness-insurance/">https://www.roojai.co.id/critical-illness-insurance/</a>		
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9	2/15/2023 polis asuransi kesehatan		<a href="https://www.roojai.co.id/">https://www.roojai.co.id/</a>		
10	2/17/2023 asuransi mobil		<a href="https://www.roojai.co.id/article/melek-asuransi-keuangan/asuransi-mobil-online/">https://www.roojai.co.id/article/melek-asuransi-keuangan/asuransi-mobil-online/</a>		
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Excel Roojai ID - link log - Saved to OneDrive					
File Home Insert Draw Page Layout Formulas Data Review View Help					
Calibri (Body) 11 B General					
1	Date / Booking Date	landing url	landing url		
2					
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13	<a href="https://www.roojai.co.id/article/melek-asuransi-keuangan/bagaimana-cara-mendaftar-asuransi-mobil/">cle/melek-asuransi-keuangan/bagaimana-cara-mendaftar-asuransi-mobil/</a>		Car Insurance		
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21	<a href="https://www.roojai.co.id/critical-illness-insurance/">critical-illness-insurance/</a>		critical illness insurance		



## 5.4 Technical Details and Applicable Issues:

To accomplish the project goals, I made extensive use of advanced AI tools, specifically Jasper AI and Chat GPT. These tools, along with the Roojai website, provided a comprehensive set of features and resources to facilitate content generation, ideation, and optimization. Throughout the project, I encountered challenges related to translating the content for Indonesian sites and ensuring the selection of appropriate Roojai articles that closely matched the topics of each post.

### 5.4.1 Installing the Product:

As part of my web writing content creation project during my internship, I had to install and set up the necessary tools and software required for the task. This involved configuring the writing software or content management system (CMS) used for creating and managing

website content. The installation process required attention to detail and adherence to the system requirements to ensure a smooth and error-free setup.

### **5.4.2 Understanding Website Writing Content Creations:**

To effectively generate web writing content, I immersed myself in understanding the intricacies of the process. This involved grasping the principles of effective writing for the web, including techniques such as creating engaging headlines, structuring content for readability, optimizing for search engines, and incorporating relevant keywords. Understanding the nuances of web writing was crucial for producing high-quality and compelling content.

### **5.4.3 Overview of the Architecture of Website Writing Content Creations:**

The architecture of website writing content creations refers to the underlying framework and structure of the content creation process. During my internship, I gained an overview of this architecture, which typically involved identifying the target audience, conducting research on the topic, outlining the content structure, and then producing the actual written content. This understanding helped me align my content creation process with best practices and optimize the workflow.

Features of Website Writing Content Creations - Brief Summary:

Website writing content creations encompassed several features that I utilized during my internship. Some key features include:

**Topic Research:** This involved conducting thorough research on the assigned website topic to gather relevant information, understand the target audience, and identify key points to include in the content.

**Content Planning and Outlining:** Before writing the actual content, I created an outline or structure for each article. This helped organize ideas, ensure logical flow, and maintain consistency throughout the content.

**Keyword Integration:** Incorporating relevant keywords into the content was crucial for search engine optimization (SEO). I learned to identify appropriate keywords and strategically place them within the content to improve its visibility and ranking in search engine results.

**Writing Style and Tone:** Adapting the writing style and tone to match the website's target audience was essential. Whether it required a formal or conversational tone, I aimed to create engaging and informative content that resonated with the readers.

### **5.4.4 Architectural Choices:**

For the website content creation project, I opted to leverage the capabilities of Jasper AI and Chat GPT, along with incorporating the Roojai website. These tools and resources offered user-friendly interfaces and access to premium features, enabling me to efficiently create and

optimize content. By utilizing the AI-powered tools and integrating the Roojai platform, I was able to streamline the content creation process and produce high-quality articles.

#### **5.4.5 Requirements for Website Content Creation:**

The project required me to generate a maximum of three articles for each website, with each article being around 1000 words long. The content had to be closely aligned with the website's topic, and each article needed to be assigned two categories, with one category being common for all the articles posted. The choice of categories was based on the topics of the websites. Additionally, for Indonesian sites, I had to incorporate relevant article links from the Roojai website and select articles that closely matched the topics of the posts.

#### **5.4.6 Solution:**

To meet the project requirements, I utilized the full range of features available, including the premium features, of Jasper AI and Chat GPT. These powerful tools assisted me in generating engaging content that catered to the specific topics and categories of each website. I made use of the AI-generated suggestions, refined the language, and ensured that the articles were informative and well-structured. Additionally, with the Roojai website, I integrated relevant article links, ensuring a comprehensive content offering and enriching the reader experience.

#### **5.4.7 Reference Architecture:**

The reference architecture for the project involved integrating Jasper AI, Chat GPT, and the Roojai website into the content creation workflow. These AI tools and platform served as valuable resources, supporting me in generating, refining, and optimizing the written content. I leveraged the features of these tools and the Roojai platform to create engaging and well-structured articles that met the required standards and aligned with the objectives of the websites.

#### **5.4.8 Future Work:**

In the future, the website content creation project could be further enhanced and expanded. One possible area of improvement is exploring additional AI-powered tools and platforms to augment the content creation process. Additionally, conducting continuous evaluations of the Roojai articles' relevance and incorporating sentiment analysis could contribute to even better results. Further refining the translation process for Indonesian sites and implementing SEO strategies to improve article discoverability would also be valuable for future iterations of the project.

#### **5.4.9 Summary:**

During my internship, I successfully completed the website content creation project, generating three high-quality articles per website. Utilizing the capabilities of Jasper AI and Chat GPT, along with incorporating the Roojai website, I harnessed the power of AI and relevant resources to create engaging and informative content tailored to each website's topic and categories. The inclusion of relevant article links from the Roojai website, closely matching the topics of each post, further enriched the content and reader experience. The project not only showcased my

proficiency in AI-driven content creation but also highlighted the importance of comprehensive content offerings for successful website engagement and conversions.



## **6 Learning from the internship program**

Throughout my internship program at TBS Marketing, I have learned and acquired various skills and knowledge that have contributed to my professional growth and development. Here are the key learnings from my internship:

**Web Development Skills:** One of the primary areas of learning during my internship was in web development. I gained hands-on experience in developing websites using WordPress. I learned to create website layouts, customize themes, design custom functionalities, and troubleshoot website issues. This practical experience enhanced my technical skills in web development and provided me with a solid foundation for future projects.

**Collaboration and Communication:** Working in a team environment allowed me to enhance my collaboration and communication skills. I learned the importance of effective communication within a professional setting, whether it was through written communication, Skype chat, or in-person discussions. Collaborating with senior web developers and other team members helped me understand the value of teamwork and the significance of clear and concise communication for successful project outcomes.

**Time Management:** Managing multiple projects and deadlines was a crucial aspect of my internship. I learned to prioritize tasks, allocate time efficiently, and set realistic deadlines. This experience improved my time management skills and taught me how to balance multiple responsibilities effectively.

**Problem Solving and Adaptability:** Throughout my internship, I encountered various technical challenges and obstacles that required problem-solving skills. I learned to analyze problems, research solutions, and seek guidance when needed. This experience developed my problem-solving abilities and taught me to be adaptable in a fast-paced work environment.

**Client Interaction and Relationship Building:** Interacting with clients and understanding their requirements was an important aspect of my internship. I learned how to effectively communicate with clients, gather their feedback, and incorporate their suggestions into website designs. This experience helped me understand the importance of building strong client relationships and delivering solutions that meet their expectations.

**Industry Insights:** Being exposed to different projects and clients from various industries provided me with valuable insights into the challenges and demands of different sectors. I learned about industry-specific requirements, trends, and best practices in web development and marketing. This exposure broadened my perspective and equipped me with knowledge that will be beneficial for my future career.

**Self-Reflection and Continuous Learning:** My internship also encouraged self-reflection and continuous learning. I identified areas for improvement and actively sought opportunities to enhance my skills. I engaged in self-study, online tutorials, and sought guidance from experienced professionals. This mindset of continuous learning will be invaluable in my future career as technology and industry practices continue to evolve.

In addition to web development, I also gained valuable skills and knowledge in web design and web content creation during my internship at TBS Marketing. Here's what I learned in these areas:

**Web Design:** As a web developer, I had the opportunity to work on web design aspects of projects. I learned the principles of effective web design, including layout, color schemes, typography, and user experience. I gained practical experience in creating visually appealing and user-friendly website layouts that aligned with clients' brand identities and objectives. This understanding of web design principles and aesthetics helped me contribute to the overall look and feel of the websites I worked on.

**User-Centric Design:** During my internship, I learned the importance of designing websites with a user-centric approach. I gained insights into user behavior, usability testing, and user experience (UX) best practices. This knowledge allowed me to create websites that were intuitive, easy to navigate, and optimized for user engagement. Considering the end-users' perspectives and designing with their needs in mind became a key focus in my web design process.

**Content Creation:** Another aspect of my internship involved web content creation. I learned how to create engaging and informative content that aligned with the clients' goals and target audience. I gained insights into content strategy, keyword research, and search engine optimization (SEO) techniques to improve website visibility and organic rankings. This experience helped me develop skills in crafting compelling web copy, headlines, and meta descriptions that effectively communicated the clients' messages and optimized website performance.

**Visual and Graphic Elements:** I had the opportunity to work with visual and graphic elements to enhance the overall user experience and visual appeal of websites. I learned to incorporate images, icons, infographics, and other visual elements into website designs. This understanding of visual design principles allowed me to create visually appealing websites that conveyed information effectively and captured users' attention.

**Responsive Design:** In today's mobile-driven world, responsive design is crucial for ensuring websites are optimized for various devices and screen sizes. During my internship, I learned the importance of responsive design and gained practical experience in designing websites that were mobile-friendly and provided seamless user experiences across different devices. I incorporated responsive design techniques such as fluid layouts, flexible images, and media queries to adapt websites to different screen sizes.

Web Writing Best Practices: Alongside web design, I also learned web writing best practices. I gained knowledge of writing for the web, including creating concise and scannable content, using headings and subheadings, incorporating relevant keywords, and ensuring readability. I developed skills in writing compelling website copy that effectively communicated the clients' brand messages and engaged website visitors.

In summary, my internship at TBS Marketing provided me with a comprehensive learning experience in web development, collaboration, communication, time management, problem-solving, client interaction, industry insights, and self-reflection. These learnings have not only enhanced my technical skills but have also equipped me with essential qualities and knowledge for a successful career in the field of web development and marketing.

Overall, my internship provided me with a well-rounded understanding of web design and web content creation. I acquired skills in designing visually appealing websites, creating user-centric designs, optimizing web content for search engines, and incorporating visual and graphic elements to enhance user experiences. These skills in web design and content creation are valuable assets that complemented my web development expertise and will contribute to my future success in the field.

## 7 Applying my university skills

During my internship at TBS Marketing, I had the opportunity to apply the skills and knowledge I acquired during my university studies. Here's how I applied my university skills during my internship:

**Web Development:** The foundation of my university studies in web development played a crucial role in my internship. The courses I took, such as ITE 337, equipped me with the technical skills necessary for building websites using WordPress. The understanding of web development concepts, coding practices, and debugging techniques that I gained in university enabled me to confidently work on various web development projects during my internship was from courses such as web development I & II i.e. ITE120 and ITE 220.

**Design Principles:** My studies in design principles from ITE331 - Multimedia Technologies and ITE254 - Human Computer Interaction, provided a strong basis for my web design work during the internship. The course on visual design and user interface design taught me about layout, color theory, typography, and user experience. This knowledge helped me create visually appealing and user-friendly website designs that aligned with clients' requirements and objectives. Applying design principles allowed me to contribute to the overall aesthetics and functionality of the websites I worked on.

**Problem-Solving and Critical Thinking:** Throughout my university studies, I developed problem-solving and critical thinking skills that were valuable during my internship from the course ITE479 - IT Planning and Project Management. I encountered various challenges and technical issues during web development projects. The ability to analyze problems, think critically, and find efficient solutions helped me overcome obstacles and ensure smooth progress in my work. I applied debugging techniques, conducted research, and sought assistance from senior developers when needed to resolve issues and deliver high-quality results.

**Communication and Collaboration:** The communication and collaboration skills I developed during my university studies from ITE210 - Social and Professional Issues in Information Technology were essential in working effectively within a professional team environment. Courses that involved group projects and presentations enhanced my ability to communicate ideas clearly, actively listen to others, and collaborate with team members. These skills were crucial in interacting with senior developers, designers, and clients during my internship. I effectively communicated project updates, asked clarifying questions, and collaborated with colleagues to achieve project goals.

**Time Management and Organization:** The demands of my most university coursework required me to develop strong time management and organizational skills. I applied these skills during my internship to effectively manage multiple projects, prioritize tasks, and meet deadlines. By creating schedules, setting realistic goals, and monitoring my progress, I ensured that projects

were completed efficiently and on time. The ability to manage my time effectively was instrumental in balancing various responsibilities and delivering quality work.

**Research and Continuous Learning:** University education fosters a culture of research and continuous learning. This mindset allowed me to adapt quickly to new tools, technologies, and industry best practices during my internship. I actively sought out new information, stayed updated on web development trends, and expanded my knowledge through online tutorials and resources. The ability to independently learn and stay abreast of industry advancements helped me enhance my skills and deliver innovative solutions.

By applying my university skills in web development, design principles, problem-solving, communication, time management, and continuous learning, I was able to contribute effectively to the projects assigned to me during my internship. The strong foundation provided by my university education enabled me to excel in a professional environment and demonstrate the value of the skills and knowledge gained during my studies.

## 8 Conclusion

During my internship at TBS Marketing, I had the privilege of working as a Web Developer intern, contributing to the company's mission of helping businesses thrive through effective marketing strategies. Over the course of my internship, I gained invaluable experience in website design and development, primarily using WordPress.

Throughout my time at TBS Marketing, I worked on a multitude of website projects for clients spanning diverse industries such as healthcare, automotive insurance, and hospitality. It was my responsibility to design and develop website layouts, create custom functionalities and plugins, address issues, and troubleshoot problems. Collaborating closely with the Design team, I ensured that the websites were visually captivating and user-friendly.

One particularly noteworthy aspect of my internship was the exceptional company culture at TBS Marketing. The team consisted of passionate marketing professionals and skilled web developers who fostered a collaborative and innovative environment. This allowed me to learn from experienced individuals and gain insights into effective marketing strategies.

During my tenure, I successfully completed 36 web development and design projects, ranging from small-scale sites to larger and more complex ones. Additionally, I had the opportunity to contribute to the creation of over 30-40 logos, further expanding my design skills and creativity. This experience not only enhanced my technical proficiency but also honed my ability to work within a team and meet project deadlines.

Reflecting upon my internship experience, I am immensely proud of the accomplishments I achieved within a relatively short period of time. By following a standardized process for website development and design, I streamlined my workflow and efficiently managed multiple projects. From installing plugins and creating categories and posts to selecting themes and crafting menus and footers, I maintained a systematic approach that ensured consistency and quality.

While celebrating my achievements, I also recognize areas where I can further improve. Enhancing my communication skills, sharpening my attention to detail, and refining my time management abilities are areas I aim to focus on to elevate my overall performance. By developing these skills, I will be better equipped to excel in future endeavors.

Undoubtedly, my internship at TBS Marketing was an invaluable experience that allowed me to apply my existing knowledge, acquire new skills, and contribute to the company's goals. I am deeply grateful for this opportunity and eagerly look forward to building upon the lessons and experiences gained during my internship as I continue to progress in my career.

## 9.1 Appendix A: Requirements for company data management

Based on the information provided, here are some specific requirements for TBS Marketing company data management in Bangkok, Thailand:

**Compliance with Thai Data Protection Laws:** Ensure adherence to the Personal Data Protection Act (PDPA) and any other relevant data protection regulations in Thailand. This includes obtaining appropriate consent for data collection, ensuring data security, and respecting individuals' rights regarding their personal information.

**Secure Data Storage and Transfer:** Implement robust data security measures, including encryption and secure protocols, to protect data during storage and transfer. Consider utilizing secure cloud storage solutions with data centers located in Thailand to comply with local data residency requirements.

**Consent Management:** Establish processes and systems to manage customer consent effectively. This includes obtaining and documenting consent for data collection and processing activities, providing options for individuals to manage their consent preferences, and ensuring transparency in how data will be used.

**Localization and Language Support:** Accommodate multilingual capabilities in data management processes to support TBS Marketing's operations in Bangkok. This involves ensuring compatibility with Thai language character sets, localization of user interfaces, and the ability to analyze and interpret data in Thai language.

**Integration with Local Marketing Channels:** Integrate data from popular local marketing channels and platforms used in Thailand, such as LINE, Facebook, Instagram, Google Ads, and local search engines. This allows for a comprehensive view of marketing performance and enables data-driven decision-making.

**Mobile Data Tracking and Analysis:** Capture and analyze data from mobile marketing channels effectively, considering the high mobile usage in Thailand. This includes tracking mobile app usage, optimizing mobile advertisements, and ensuring mobile-responsive data analytics platforms.

**Reporting and Analytics:** Implement robust reporting and analytics capabilities to derive insights from marketing data. This involves the integration of data from various sources, visualization tools for data analysis, and the ability to generate customized reports based on specific metrics and KPIs.

**Data Retention and Archiving:** Establish policies and procedures for data retention and archiving, considering both legal requirements and business needs. Define appropriate retention periods for different types of data and implement secure archiving mechanisms to ensure data availability and integrity.

**Data Governance and Access Controls:** Develop a data governance framework to define roles, responsibilities, and processes for data management within TBS Marketing. Implement access controls to restrict data access to authorized personnel and ensure data privacy and security.

**Regular Data Audits and Monitoring:** Conduct periodic audits and monitoring of data management processes to ensure compliance, identify potential data quality issues, and address any security vulnerabilities. This includes establishing data quality checks, data validation procedures, and regular reviews of data handling practices.

For TBS Marketing's specific data management requirements, I recommend visiting their official website (<https://tbs-marketing.com/>) or contacting TBS Marketing directly. They should be able to provide you with the most accurate and up-to-date information on their data management practices.

Additionally, you can refer to the following sources as general references for data management requirements and best practices:

Direct Marketing Association (DMA)

Website: <https://thedma.org/>

International Association of Privacy Professionals (IAPP)

Website: <https://iapp.org/>

Information Commissioner's Office (ICO) Thailand

Website: <https://www.oic.go.th/>

## **9.2 Appendix B : Some questions regarding Web developer, Web designer, and Web writing content creator.**

### **Web Developer:**

How did you contribute to the development of web applications during your internship?

Can you explain the programming languages and frameworks you utilized in your web development projects?

Describe any challenges you encountered while working on web development tasks and how you overcame them.



How did you ensure the responsiveness and cross-browser compatibility of the websites you developed?

Did you participate in any collaborative web development projects, and if so, what was your role within the team?

What steps did you take to optimize website performance and ensure efficient loading times?

Did you work with any content management systems (CMS) or e-commerce platforms? If yes, describe your experience in customizing and integrating them.

How did you approach testing and debugging web applications to ensure functionality and identify and fix issues?

### **Web Designer:**

How did you contribute to the design process of websites or web applications during your internship?

Can you describe the tools and software you utilized for creating website layouts and visual elements?

Explain how you incorporated user experience (UX) principles into your web design projects.

What considerations did you take into account to ensure your designs were responsive and mobile-friendly?

Did you collaborate with developers or content creators to implement your design concepts? If yes, describe your experience working with them.

How did you address client feedback and incorporate revisions into your web design work?

Did you conduct any usability testing or user research to validate your design choices? If so, explain your approach and the insights gained.

Describe any challenges you faced while creating web designs and how you overcame them.

### **Web Content Creator:**

What type of web content did you create during your internship (e.g., blog posts, product descriptions, social media content)?

How did you research and gather information to create compelling and relevant web content?

Describe your approach to optimizing web content for search engines (SEO) and engaging target audiences.

Did you work with content management systems (CMS) or website platforms to publish and manage content? If so, explain your experience.

How did you ensure consistency in tone, style, and brand voice across different web content pieces?

Did you collaborate with web designers or developers to align content with the overall website experience? If yes, describe your role in the collaboration.

Describe any strategies or techniques you employed to encourage user engagement with web content (e.g., calls-to-action, interactive elements).

How did you measure the effectiveness of your web content (e.g., through analytics or user feedback) and make improvements based on those insights?

## 9.3 Appendix C: Security Information

### Security Information for TBS Marketing Company

#### 1. Data Security Measures:

- TBS Marketing employs robust data security measures to protect sensitive information. This includes implementing strong encryption algorithms and secure hashing protocols to safeguard data integrity and confidentiality.
- Access controls are enforced to ensure that only authorized personnel have access to sensitive data. User authentication mechanisms, such as strong passwords and multi-factor authentication, are utilized to prevent unauthorized access.
- Regular security audits and vulnerability assessments are conducted to identify and address any potential weaknesses in the system.

#### 2. Network Security:

- TBS Marketing maintains a secure network infrastructure with the use of firewalls, intrusion detection/prevention systems, and network segmentation techniques to mitigate external threats.
- Network traffic is continuously monitored for any suspicious activities or anomalies, and prompt action is taken to mitigate potential security breaches.
- Wireless networks are secured with strong encryption protocols and access controls to prevent unauthorized access.

#### 3. Physical Security:

- TBS Marketing ensures physical security measures to protect its premises and assets. This includes restricted access to sensitive areas through the use of access cards or biometric systems.
- CCTV surveillance systems are deployed to monitor the physical environment and deter unauthorized activities.
- Visitor access is controlled and monitored to prevent unauthorized individuals from gaining access to sensitive areas.

#### 4. Incident Response and Management:

- TBS Marketing has established an incident response plan to promptly and effectively respond to any security incidents or breaches. The plan includes predefined roles and responsibilities for handling different types of incidents.
- Incident response drills and simulations are conducted periodically to test the effectiveness of the response plan and identify areas for improvement.

- Communication channels and escalation procedures are in place to ensure timely reporting and response to security incidents.

#### **5. Employee Security Awareness and Training:**

- TBS Marketing prioritizes employee security awareness and provides regular training sessions on security best practices.
- Employees are educated about the importance of data security, the risks associated with phishing and social engineering attacks, and the proper handling of sensitive information.
- TBS Marketing maintains a security policy that clearly outlines the expected behaviors and responsibilities of employees in relation to information security.

#### **6. Compliance and Legal Considerations:**

- TBS Marketing ensures compliance with relevant laws and regulations pertaining to data protection and privacy, such as the Personal Data Protection Act (PDPA) in Thailand.
- Data handling practices and security measures are aligned with the requirements outlined in the applicable regulations.
- Periodic audits and assessments are conducted to validate compliance and address any identified gaps or vulnerabilities.
- These security measures are designed to protect TBS Marketing's data, infrastructure, and operations from potential security threats. Regular monitoring, updates, and improvements are implemented to stay abreast of emerging threats and maintain a secure environment.

### **9.4 Appendix D: Reference Guide for the new student at TBS Marketing.**

Welcome to TBS Marketing! This reference guide has been created to provide new students with essential information and resources for a successful internship experience at TBS Marketing. Please familiarize yourselves with the following:

#### **Company Overview:**

TBS Marketing is a leading marketing company based in Bangkok, Thailand, specializing in digital marketing strategies and services.

TBS Marketing's mission is to help businesses thrive in the digital landscape through innovative marketing solutions.

#### **Organizational Structure:**

TBS Marketing operates with a collaborative and dynamic organizational structure.

The company comprises dedicated teams in various departments, including Marketing, Design, Development, Content, and Analytics.

#### Internship Program:

TBS Marketing's internship program offers students a hands-on learning experience to develop their skills and gain practical knowledge in the field of marketing.

The typical duration of the internship program is [duration], during which students will be assigned to specific projects and tasks.

#### Code of Conduct and Policies:

At TBS Marketing, a high standard of professionalism and ethical conduct is maintained. All interns are expected to adhere to the company's code of conduct and policies throughout their internship.

Maintaining confidentiality, respecting intellectual property, and complying with all relevant laws and regulations are essential.

#### Work Environment and Culture:

TBS Marketing fosters a collaborative and inclusive work environment.

The company values teamwork, open communication, creativity, and a passion for learning and growth.

#### Communication Channels:

Various communication channels, including email, Slack, and project management tools, are utilized at TBS Marketing to facilitate effective communication and collaboration.

Students are encouraged to familiarize themselves with these platforms and use them to stay connected with their team and mentors.

#### Time Management and Expectations:

Effective time management is crucial during the internship at TBS Marketing. Interns are expected to prioritize tasks, meet deadlines, and communicate proactively if assistance or concerns arise.

Punctuality, adherence to working hours, and maintaining professionalism in all interactions are essential.

#### Professional Development:

TBS Marketing believes in the growth and development of its interns as professionals. Students are encouraged to take advantage of workshops, training sessions, and mentorship opportunities to enhance their skills and knowledge.

Seeking feedback, asking questions, and actively participating in projects are ways to make the most of the internship experience.

#### Resources and Tools:

Interns at TBS Marketing have access to a range of resources and tools to support their work.

These include software applications, design tools, analytics platforms, and marketing research databases. Guidance on accessing and utilizing these resources will be provided.

Conclusion:

TBS Marketing is excited to welcome new students as part of the team. The company encourages them to seize the opportunity to learn, contribute, and grow personally and professionally.

If there are any questions, concerns, or a need for support, students are encouraged to reach out to their mentor or the internship coordinator.

This reference guide serves as a starting point for the internship at TBS Marketing. As students progress, they should take the initiative to learn about specific projects, processes, and guidelines within their assigned departments. TBS Marketing wishes all students a successful and enriching internship experience!

Best regards,

Fardina Kabir

Web Development Intern

TBS Marketing

**10 Picture with my IT team, other stuff and my workstation at TBS Marketing.**

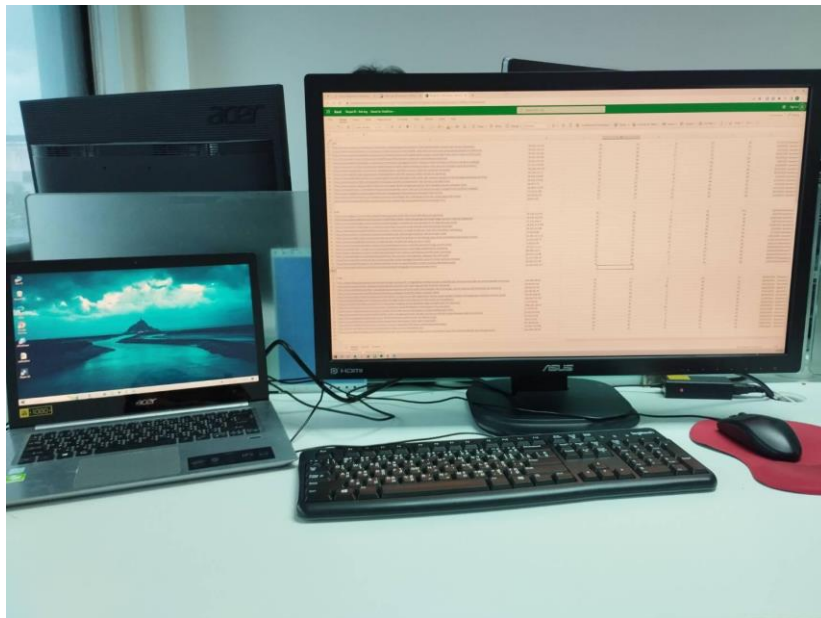
**Picture with IT team**



**Picture with other stuff**



**My workstation where I used to work on:**







I-----The End-----I