

CHAPTER I

INTRODUCTION

1.1 Background of OJT Report

Historically the internet and website have undergone many changes in purpose corresponding to the community's demand around them. At the beginning of its creation, the scientist used the internet and website to exchange information between them at CERN (Conseil européen pour la recherche nucléaire) (Segal, 1995). In 1994, people began to use the internet and websites for other purposes such as search engines, businesses, news outlets, government agencies, and organizations. Furthermore, the development of website 2.0 in the 2000s revolutionized the idea of using the website for other purposes (Constantinides & Fountain, 2008). The result has led to an explosion in the number of websites used worldwide. Nowadays, people with a few clicks will be able to read the news or buy goods. Rieh (2004) stated that people depend heavily on the website to accomplish a variety of goals. Thus, the internet and websites drastically change human life.

A good website needs to have a user interface that can attract and keep visitors. First impressions are crucial. A good website is not a subjective matter. A good website must have easy navigation, responsive design (work well on a phone, desktop, and laptop), and high-quality content. Furthermore, Garret et al. (2016)

stated that the critical element of websites is navigation, graphical representation, organization, content utility, purpose, simplicity, and readability. A website with persuasive content increases visitor engagement, while informative content reduces engagement when used separately (Jaakonmäki et al., 2017). When the two are combined, it increases engagement and will attract more visitors.

Barnes (2002) stated that a content creator is the broader term for creating digital and offline content for a website or brand, such as text, audio, graphics, and video. The requirement for this job is creative skills, graphic skills, and coding skills. Not only that, the content creator is able to multitask. In the last few years, the demand for content creators has increased rapidly. The rise of online content creation for both print and online media makes the work of content creators more relevant than ever.

With the increasing job demand as a content creator, the D3 English program provides OJT (on-the-job training) opportunities in content creation-related fields for its students. The OJT program aims to provide essential work experience and to apply the skills gained at the college. In addition, the OJT program will create a foundation for the student to work in a well-organized and competent way at the workplace. The student needs to undergo an internship to bridge the gap after graduating college then smoothly transition into the workforce. For that reason, the writer joined the internship at the Language Center University of Merdeka Malang and worked as a content creator. Therefore, in this final report, the writer intended to use it as a medium to share his experiences and knowledge

through a final report titled "*Working as a Content Creator at the Language Center of University of Merdeka Malang.*"

1.2 Objective of OJT Report

This OJT Report is intended to provide information about the writer's activities, experiences, skill competencies, and theoretical or practical understanding gained as a content creator during OJT at the Language Center of University of Merdeka Malang.

1.3 Significances of OJT Report

This OJT report has three significance. First, this OJT report will provide the reader detailed documentation on the writer's experiences and knowledge as a content creator during the internship program at the Language Center of the University of Merdeka Malang. Second, this OJT report will explain to the reader the process of practical work and skill implementation used as a content creator, including creating, managing, and developing ready-to-use content for both online and print media. Third, this OJT report can be used as a reference by D3 English program students in the following year.