

## **CHAPTER V**

### **CONCLUSION AND SUGGESTION**

Creating English User Experience (UX) writing for HiColleagues' website is able to attract international potential leads. The author created the English User Experience (UX) writing that contained the requirement needed in the HiColleagues in crafting a bilingual website. As the author's experience in signing as copywriter at HiColleagues, where the main focus was managing written content in company websites, it is a fundamental thing to have good written content so that the website could enhance its traffic. The website itself is getting traffic organically while the main goal of the company is to achieve high conversion rate, thus the company should enhance its Search Engine Optimization (SEO) by having good written content.

As the obstacles that the author experienced, it is crucial to have a clear communication in achieving the Key Performance Indicators (KPIs) while crafting the product. Once the author was signed to the position, it is highly recommended to align the product with the job description. Establishing a clear connection between the product being developed and the expected responsibilities will enable a smoother workflow and ensure that efforts contribute effectively to company objectives. By maintaining this alignment, future mentees can maximize their productivity, enhance their learning experience, and achieve meaningful outcomes during their tenure at HiColleagues.

In addition, to further improve the internship experience and overall workflow, it is crucial for HiColleagues to establish clear communication regarding requirements and goals for each project. Providing detailed guidelines and well-defined objectives will help mentees better understand their tasks and deliver outputs that align with the company's current needs. A structured approach to setting expectations will not only benefit the mentees by giving them a clear direction but will also ensure that the company receives high-quality contributions that support its strategic initiatives.

Lastly, for future students considering an internship at HiColleagues, it is important to approach this opportunity with authenticity and a clear understanding of the role. As a startup environment, HiColleagues values individuals who are genuine and aware of what they are doing, as each contribution can significantly impact the team. Since the work is conducted remotely, resilience and agility are essential qualities to maintain productivity and adapt to dynamic responsibilities. Additionally, open and proactive communication is key. In a remote setting, it is crucial to actively seek clarification whenever needed to avoid miscommunication or misunderstanding. Being communicative not only enhances collaboration but also ensures smooth progress throughout the internship journey.