

インターンシップ報告書

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In the summer vacation, I had the honor to join the internship program at STARSEA. STARSEA 株式会社 is a media and MCN company based in Tokyo. The company supports overseas brands and creators through SNS marketing, live commerce, and influencer development. Its main business includes live-stream operations on platforms such as TikTok and Instagram, creative video production and influencer management. STARSEA aims to connect brands and audiences through engaging, real-time communication and digital storytelling.

During my 20-day internship at STARSEA, I gained valuable firsthand experience in live-stream operations support and broadcast management.

At the beginning, I mainly observed and practiced the basics, such as preparing equipment (everything except cameras), checking audio and video, and monitoring chats. Gradually, I was given more responsibility, including operating controls, managing chat interactions, and supporting layout switching during real sessions.

The most challenging part was participating in the T-Live exhibition, where I worked at STARSEA's booth to assist with live-streaming sessions in front of visitors. This experience allowed me to witness how live commerce operates in a real-world, public setting. I learned how streaming by influencers can directly influence customer engagement and sales, and I also observed how other companies approached live-stream marketing and audience interaction.

Back at the office, I reviewed streaming data and learned how design and analysis affect viewer experience. Through these tasks, I improved not only my technical and operational skills, but also my

communication and teamwork abilities, as live streaming requires close coordination among staff, influencers, and managers.

This internship gave me not only technical knowledge but also a clearer sense of responsibility and adaptability in real work settings. I realized the importance of patience, communication, and teamwork when facing unexpected challenges. This experience helped me understand how social media marketing connects with real consumer behavior and business results. It also taught me to stay calm under pressure and to make quick decisions in dynamic environments.

I would like to share with other students that an internship is not only about practicing what we have learned in class but also about discovering how we react and adapt in a professional environment. It's okay to make mistakes, what matters most is how we learn from them. At STARSEA, I saw how every small task contributed to the success of a live broadcast, and I realized that teamwork and communication are the real keys to growth.

So if you have the chance to join an internship, especially in a fast-changing field like digital marketing, I highly recommend stepping out of your comfort zone. Experience will help you build confidence, understand workplace expectations, and discover new possibilities for your career.