

CHAPTER V CONCLUSION AND SUGGESTION

A. Conclusion

In carrying out job training at CV. Sahabat Nusantara Sejahtera Purwokerto, it can be concluded that the used of English in promotional activities was still very underused. In addition, the company's used of social media was still passive. This was very unfortunate after what was described in the previous chapter that social media, especially Instagram was the favorite application of the Indonesians. In addition, seeing the current situation where business people carry out large-scale promotions and advertisements through social media, it seems that CV. Sahabat Nusantara Sejahtera Purwokerto needed to follow.

In addition, the staff that carried out the promotion got a double job also. It made him not maximal in doing promotion activities. Meanwhile, in carrying out promotions in the form of English brochures on Instagram, the company needed to focus on staff who was experts in their fields and supported by various facilities that the company had prepared such as cameras and laptops. Therefore, the staff would only focus on promotional activities which would eventually raise the company's name and increase the number of consumers that come to use CV. Sahabat Nusantara Sejahtera Purwokerto services.

B. Suggestion

In carrying out the work practice at CV. Sahabat Nusantara Sejahtera Purwokerto for 2 months, several problems were experienced in carrying out all duties in accordance with what had been described in the previous explanation. Of course, by the obstacles that were felt, some suggestions can be given to the company so that it continues better.

Several suggestions that can be given, namely being more active in operating Instagram of the company, using Instagram ads to develop the Instagram of the company, editing all the content nicely before uploading in Instagram, giving promotion job to the staff who master in, and providing all the tools to support online promotional activities in CV. Sahabat Nusantara Sejahtera Purwokerto.

