

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the job training at Paragon Technology & Innovation as an Internship of Demand Creation Assistant placed at the DC of Bekasi for Brand X, creating demand for a product requires a measurable plan to increase brand awareness. Brand awareness has become important that it requires a comprehensive approach. Two main methods are digital and direct strategies. Managing social media for success in the digital realm, focusing on creating high-quality content. On the other hand, taking a proactive approach might mean supporting an event with attendees who match the product goal or taking on a sponsorship role, which can lead to positive results.

This study chose a digital approach to improve the quality of content on the Instagram platform. The big focus on editing and trendy video content creates a positive impression for viewers, especially when combined with a well-organized feed layout. The approach has proven effectively, as evidenced by the significant increase in post views and other noticeable improvements, such as heightened insights.

Moreover, carrying out events is vital to implement strategies to generate demand. This approach proves more effective in achieving these goals by organizing and participating in numerous events daily and monthly. It's important to note that the author follows the organization's policies and regulations in this report by avoiding explicit explanations of brand names, as outlined in the applicable procedures.

B. Suggestion

After completing job training at Paragon Technology and Innovation, the author would like to give some advice for companies, especially in the role of demand creation, and for those who will attend job training in the future.

1. Development of product targeting in events.

The initial recommendation relates to setting product goals during an event. Businesses can advance this strategy, given the prevailing conditions at the ground level, as consumers from all socioeconomic backgrounds, including the upper and lower middle classes, can increase benefits for the products. Companies can develop more integrated and productive marketing strategies through better market identification.

2. Increased resources for event implementation.

Priority is given to resource allocation during events. The recommended course of action is to increase productivity through collaboration or partnership. Partner participation can improve the achievement of event goals and positively affect sales results. Therefore, increasing companion engagement can be a calculated path to optimize potential event. The company may also assess the implemented marketing strategy after completing the on-the-job training. The author observes the potential to modify marketing strategies for greater adaptability to shift consumer preferences and trends. Incorporating analytical data and consumer feedback can be valuable in informing these modifications.

3. Advanced training for teams and partners.

It is to consider advanced training for all parties involved in the implementation of the event, including collaborators. The entire team, including external members, is anticipated to operate more efficiently by increasing knowledge and proficiency in product and marketing strategies.

By smoothly combining these strategy of enhancements, businesses can make their marketing efforts more effective and organize events more

sophisticated. Choosing this deliberate strategy aims to increase overall effectiveness and create a smooth and intellectually stimulating vocational education experience for those involved in these activities.

