

CHAPTER V

CONCLUSION AND SUGGESTIONS

A. Conclusion

Job training is carried out after being accepted on the *Kampus Merdeka* website. There are many benefits gained from joining the *MSIB (Magang dan Studi Independen Bersertifikat)* internship program, such as experience in the world of work, knowledge related to social media specialist and increase networking in the world of work. Additionally, the *MSIB (Magang dan Studi Independen Bersertifikat)* program can develop soft and hard skills, especially problem solving and time management skills.

After completing the job training at Hicolleagues, the product was a promotional video based on testimonials and events with a duration of two minutes and thirty two seconds and uploaded to LinkedIn and YouTube. The promotional video contains a React Native programming language training event and testimonials of event participants who attended the event. This promotional video is a strategic move for Hicolleagues and their products to reach a wide target market.

B. Suggestion

Based on the job training that has been completed, there are several suggestions to improve in the future. First, Hicolleagues needs to reconfirm the events that they want to cover to make promotional videos in order to prepare well in advance. Secondly, before the event, it is important to see the location of the video shooting. This aims to minimize confusion in determining the point of view of video shooting during the event. Third, before the interview session is conducted with the event participants, it would be better if the questions are given in advance. Before interviewing the event participants, it is better to give the questions in advance so that the event participants can prepare their answers better.

The *MSIB (Magang dan Studi Independen Bersertifikat* program is highly recommended for English diploma students because they can experience working directly in a company. In addition, the subjects that have been learned during college can be applied during the internship. There are many positions and companies that students can choose according to their interests and passions.

