

CHAPTER V CONCLUSION AND SUGGESTION

A. Conclusion

The writer did job training at Dewisnu Jahe Jempol. The writer helped to teach Jahe Jempol staff to utilize technology, especially Instagram social media, helped in the process of producing products, helped in marketing products to friends and people in the writer's environment. The writer created a copywriting content project that aims to advertise the product using two languages, namely English and Indonesian, then the content is uploaded to Jahe Jempol Instagram. The vibrant colors and creative designs drew attention, encouraging followers to pause and interact with the posts. Through this bilingual approach, the project not only aimed to increase brand awareness but also to foster a sense of connection among the followers.

B. Suggestion

After doing this activity, the writer has some suggestions. The initial suggestion is accuracy, which is crucial during job training at Dewisnu Jahe Jempol or any other location. Accuracy can have a far-reaching impact on the various parties involved, because it is an indispensable element. The second point emphasizes the importance of focus and sincerity, as tackling challenges becomes easier with these qualities. Focus and sincerity can help make the results of the work better as well. Things done with focus and sincerity also will get many benefits, both for itself and others. Lastly, maintaining open communication is key to ensuring that everything progresses smoothly as intended. If there is no good communication, the plans that have been made will definitely be wrong and the result will be losses.