

CHAPTER V

CONCLUSION AND SUGGESTIONS

A. Conclusion

Job training was carried out after the author developed an academic writing on innovative products for the *Mahasiswa Berprestasi* (Outstanding Student) Competition organized by the PUSPRESNAS (*Pusat Prestasi Nasional*). The author participated in this activity for approximately four months, from the study program to the national level. This event is a prestigious competition that goes through a strict selection process, from submitting evidence of outstanding achievements, preparing academic writing by the predetermined theme of the Sustainable Development Goals (SDGs), and delivering a structured and well-articulated speech in English. There are many benefits gained from participating in this outstanding event, such as experience funded by the faculty and university, the opportunity to interact directly with other fellow students, and the opportunity to get a unique project from making innovative products.

From this experience, the author adapted this academic writing entitled “Tukang Nyetak: *Usaha Pengentasan Kemiskinan Melalui Pembuatan One-Stop Website*” to “www.tukangnyetak.com: Developing Content in One-Stop Website.” This writing is directly connected to SDG (Sustainable Development Goal) Number 8 regarding decent work and economic growth, in developing this One-Stop Website. The author collaborated with two partners, namely “789 Softworks” for prototyping and “PT Braling Inovasi Teknologi” for website release. Therefore, the author does not only creates academic writing but also manages a business in the printing industry. The printing business owned by the author focuses on digital printing by serving various printing needs such as stickers, photos, wedding invitations, and others. One-Stop Website called www.tukangnyetak.com is designed to integrate various services, including main printing products and services, digital skills training, and a job vacancy portal. Therefore, it is expected that users can fulfill their needs without having to move sites or platforms.

B. Suggestions

Based on the job training that has been completed, there are several suggestions for improvement in the future. First, it is necessary to optimize the display of One-Stop Website published by “PT Braling Inovasi Teknologi.” Currently, the navigation system is more suitable for computer users, while an increasing users’ access to information via mobile devices. Therefore, it is recommended that the website’s interface be adjusted to enhance mobile-friendliness. This adjustment can improve user experience, making the website more accessible to wider visitors.

Second, One-Stop Website published by “PT Braling Inovasi Teknologi” currently does not provide a comment section. This feature could enhance interaction between users and website administrators. Adding a comment section allows visitors to provide feedback, share experiences, and discuss the information presented on the One-Stop Website. This One-Stop Website would add value for visitors and increase the website’s credibility and user. Therefore, it is recommended that a comment section be added to make One-Stop Website tukangnyetak.com more interactive.

In addition, entrepreneurship is highly recommended for English Diploma students. In the process of entrepreneurship, students not only rely on the profit from buying and selling but also have to analyze the target market, target customers, and positively impact society. Entrepreneurship can be an innovative project for English Diploma students in completing their final project in the sixth semester. Many benefits can be obtained, such as the opportunity to get funding from the faculty or university, an increase in more profitable turnover, and hands-on experience relevant to the world of work.