

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

The job training at Bank Mandiri Area Purwokerto provided valuable experiences and insights. The final product, a bilingual digital promotional video, successfully achieved its goal of producing engaging and informative content. This experience significantly contributed to my understanding of real-world banking and marketing operations.

The video was specifically designed to reach a broader audience by using both Indonesian and English, making it appealing to potential consumers from diverse backgrounds. Additionally, utilizing Livin' by Mandiri as the primary platform to access information about Kredit Serbaguna Mandiri highlights Bank Mandiri's commitment to leveraging digital technology. This approach enhances their banking services and expands their reach.

Through this job training, I gained a deep understanding of the importance of digital promotional strategies within the banking industry. Furthermore, I also developed practical technical skills in video production, including concept planning, scriptwriting, editing, and adapting content for various digital platforms. These skills are invaluable for future professional activities.

B. Suggestions

Based on the experience during the job training, the following suggestions are proposed to enhance the effectiveness of digital promotional at Bank Mandiri Area Purwokerto:

1. Inter-Department Collaboration

To improve the effectiveness of digital promotional contents, collaboration between the marketing team, product team, and IT department should be strengthened. This ensures that the content created

aligns with the company's marketing strategy and maximizes the use of available digital platforms.

2. Encouraging Creative Project Development for Future Interns

Future students are encouraged to go beyond simply creating bilingual marketing videos and explore more innovative, creative projects during their internship. While video content is valuable, students can consider other forms of digital output such as infographics, blog posts, interactive social media campaigns, or bilingual guides that align with the company's goals. They are also advised to combine their language skills with digital tools or marketing platforms to develop strategic and engaging content. Actively communicating with mentors to identify real needs and pitching fresh ideas can add more value to both the student's learning experience and the company's digital presence.

By implementing these suggestions, Bank Mandiri Purwokerto Area can further optimize its digital promotional strategies, particularly in promoting loan products such as *Kredit Serbaguna Mandiri*. Additionally, the experience from this job training is expected to serve as a reference for similar programs in the future.