

CHAPTER V

CONCLUSION AND SUGGESTIONS

A. Conclusion

This practical work report produced a printed booklet entitled “On Track to Excellence Marketing & Passenger Services at DAOP 5”. The content of this booklet was briefly arranged using Indonesian and English, covering the vision and mission, purpose, background, and marketing programs of the Passenger Transport Unit. The making of this booklet followed the ADDIE method (Analysis, Design, Development, Implementation, and Evaluation). During the making process, there were several obstacles, such as limited time for observation and lack of information about the Passenger Transport Unit. To overcome these problems, several steps were taken, such as searching for information on the internet about the Passenger Transport Unit and PT KAI DAOP 5 and arranging a more flexible observation schedule by asking permission in advance to managers or employees to determine the right time, as well as a more flexible approach and communication with the Passenger Transport Unit Manager.

Based on the observations and data obtained during the practical work, the author identified one relevant topic to be the focus of the final report, namely the use of English in establishing cooperation with partners. Therefore, the author compiled an English booklet as a supporting medium to facilitate communication and strengthen cooperation with partners who require the use of English. This booklet is expected to help in delivering information about the Passenger Transport Unit marketing program to partners.

B. Suggestions

Based on the experience and data obtained by the author during the practical work at PT KAI DAOP 5 Purwokerto, there were several suggestions that could be conveyed to students who would carry out practical work at the company. Through this evaluation, the booklet could continue to be refined to make it more informative and effective in conveying messages to readers. With continuous improvement, this booklet can become a more optimal communication tool in supporting the practical work process.

The Passenger Transport Unit is the right choice for students majoring in English because it was related to marketing activities, such as customer service, promotion, and cooperation with partners. The information booklet for the Passenger Transport Unit can also continue to be developed because the marketing materials in this unit would always be updated over time. Therefore, students were contribute in updating the contents of the booklet according to the latest needs.

There are several suggestions that can be conveyed to PT KAI DAOP 5 Purwokerto so that the implementation of practical work can run more optimally. The company is expected to provide a structured orientation program at the beginning of the practical work period to help students understand the organizational structure, job descriptions, and workflow in the Passenger Transport Unit. In addition, in edutrain activities, the number of participants should be limited, because if it exceeds 300 participants, edutrain officers who only number 3 or 4 people will have difficulty organizing participants and managing train entry mobility.