

CHAPTER V CONCLUSION AND SUGGESTIONS

A. Conclusion

The job training program at Aston Sentul Lake Resort Hotel and Conference Center provided the author with comprehensive experience in understanding the dynamics of work in the world of hotel marketing. Through a process of observation, interviews, documentation, and hands-on practice during the internship, the author gained a deep understanding of the company's need for more structured, informative, and engaging digital promotional media. From this lengthy process, ASTONMAG was designed as an e-magazine that not only conveys product information clearly, but also combines visual elements and communication strategies that suit the needs of modern clients, including families looking for vacation references and companies that need efficient meeting facilities.

The development of the ASTONMAG e-magazine is inseparable from supporting theoretical foundations, such as digital marketing, promotional strategies, e-magazine characteristics, and visual layout principles. All of these theories are combined with field practice and guidance from supervisors, resulting in a professional and relevant final product. Despite obstacles such as limited observation time, a significant administrative burden, and the fact that most hotel promotional tools are already available, these obstacles can be overcome through adjustments to work strategies, more organized time management, and active communication with relevant parties. As a result, ASTONMAG can be completed optimally and fulfill its purpose as a digital promotional medium that can be used repeatedly in hotel marketing activities.

B. Suggestion

Based on this experience, the author offers several suggestions. For companies, ASTONMAG will be most effective when used as the primary tool in email marketing, updated regularly, and supported through close collaboration between Sales, Marcomm, and the Graphic Design team to ensure the quality of promotional materials continues to improve. For the English Diploma Program, it is hoped that the knowledge transfer platform established through coursework in the semester prior to field job training can be continued and developed, as this is highly beneficial when students need to adapt to the extremely dynamic professional pace. As for the next batch of interns, regular documentation is required from day one, set goals and targets to be more focused, have the courage to ask questions, and get into the habit of communicating to request regular feedback, as these things are very helpful in completing final assignments and understanding the work environment more deeply.

Ultimately, the process of compiling ASTONMAG was a valuable experience that not only taught me the technical aspects of marketing, but also taught me how a simple idea can grow through guidance, discussion, and the courage to try. As a student, the author realized that an internship is not merely an academic requirement, but a real space to learn to face the dynamics of work, adapt to the professional rhythm, and find ways to contribute even while still in the learning stage. ASTONMAG is a small manifestation of that long journey, a result of trial and error, endless revisions, and support from mentors in the field. The hope is that this work will benefit Aston Sentul Lake Resort Hotel and Conference Center while also serving as a starting point for the author and other students to continue growing, daring to innovate, and carrying the spirit of learning wherever their next steps may lead.