

## CHAPTER V

### CONCLUSION AND SUGGESTION

#### A. Conclusion

The internship programme conducted at Kumon HOS Notosuwiryo has provided participants with the opportunity to apply their academic knowledge in a professional environment, particularly in the field of promotional video production. The main project involved planning and producing video content aimed at raising public awareness about the Kumon learning method and encouraging parents to enrol their children in the programme. Through direct involvement in pre-production, production, and post-production stages, the interns gained comprehensive insights into how digital media can be effectively used for educational promotion.

During the internship period, interns were responsible for developing video concepts, writing scripts, coordinating with centre staff and students, operating camera equipment, and editing video content using appropriate software. The promotional videos produced successfully conveyed key messages about the Kumon self-learning system, individual progress tracking, and the supportive environment provided by instructors. These videos have been distributed through the Kumon HOS Notosuwiryo social media channels, helping to reach a wider audience and enhance the institution's digital presence.

The internship has improved the interns' technical skills in media production and also enhanced soft skills such as time management, creativity, and teamwork. Facing real-world tasks has helped interns understand the challenges and

expectations of professionals in the field of creative communication. Overall, the internship programme has been a valuable experience that bridges the gap between theory and practice in digital promotion.

## **B. Suggestion**

Based on the internship outcomes, it was recommended that Kumon HOS Notosuwiryo continue to optimize its promotional strategy by producing consistent and engaging video content. Video topics were expanded to include stories from students, feedback from parents, educator profiles, and short educational segments aligned with Kumon's philosophy. Creating varied content helped maintain audience interest and enhance the institution's image among current and prospective clients.

To further enhance the promotional material, the learning center planned to improve production equipment and apply creative storytelling techniques to make the videos more engaging. Involving the Kumon community, such as parents or students, also helped increase authenticity and relatability. Moreover, maintaining a consistent posting schedule on platforms like Instagram, TikTok, or YouTube supported stronger online engagement and long-term visibility.

Future interns were advised to have basic proficiency in video editing applications and a good understanding of visual storytelling before starting the internship. Being enthusiastic, adaptable, and willing to receive feedback were important traits that supported effective contribution during the program. Familiarizing themselves with Kumon's core values and brand identity also helped

ensure that their creative output aligned with the institution's mission and standards.

