CHAPTER IV

CONCLUSIONS AND SUGGESTIONS

4.1 Conclusion

Advertising is the important thing for the company to get many customers. There are many ways for the company to promote their products, and one of the most popular ways to promote nowadays is on the social media. Therefore, during the job training, the writer made a promotion on the social media Twitter.

Promoting on Twitter is different with other social networking services because we have to promote in a tweet below 140 characters. Moreover, the promotion had to be made in a casual and friendly style because the goal of this promotion is to get the attention from the consumer without disturbing them by some annoying advertisings.

Based on the requirements above, the writer then made some kinds of promotion in declarative sentence because it can promote the poster in a short and simple sentence. The writer made the promotion in the first person to make it more friendly because the customer usually feel comfortable when reading the friendly-style promotion than the conventional advertisement. The writer also made a promotion like a testimonial from the customer to increase the customer's attention. Finally, the writer made a promotion which mention another Twitter

user who had bought the poster to inform that there is another customer who bought it.

4.2 Suggestions

There are some suggestions for both the English Department and the students as follows:

1. The English Department must give the entrepreneurship subject to the students before they do job training because it will encourage more students to take job training in the entrepreneurship field.

2. The students who take entrepreneurship as their job training must prepare and manage their company well in order to get a valuable experience in running the company.

3. The students who promote their products on internet have to make their promotion for specific customer because it will increase the customer from certain target market.