CHAPTER IV

CONCLUSIONS AND SUGGESTIONS

4.1 Conclusion

Entrepreneur which is one kind of business that becomes popular in this era is not difficult thing to be done. Si Dupan's company which is running on poster selling especially English lesson poster starts the business by making promotion. In making the promotion, there are some items that must be done:

1. Knowing the product, the poster which is produced by the company is about English lesson.
2. Knowing the target market, the product is especially for the students.
3. Estimating the budget

By making a promotion means that we must make something different to promote the product. One of the ways to make a good promotion is by using Blog. It is kind of the social media where a writing form or text is needed. Kind of writing used is persuasive writing or essay. By using Blog, the company do not have to spend much money to promote and the product produced can easily be accessed by the costumer.

4.2 Suggestion

For students who want to take entrepreneurship as job training, must prepare and manage the company well in order to get benefit in running this company.

For faculty, it is suggested that the course ‘entrepreneurship’ is given in earlier semester before students should take job training course. It will make more students take entrepreneurship as job training.