CHAPTER IV

CONCLUSION and SUGGESTION

4.1 Conclusion

After finishing the job training, the writer knows how to make good advertising strategies in promoting the company especially on Blog. The writer used the theory by Gardner that the promotion on Blog has to be made in four strategies such as simple form, to the point, casual, and friendly style as Gardner stated in his book *Buzz Marketing in Blog for Dummies.* In addition the promotion is very important for the company, thus, the promotion marketing is the main process to build a successful company.

4.2 Suggestion

The suggestions from the writer are as follows:

1. The students need to find information about the job training, and the company where the students want to conduct the job training earlier.
2. 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.