CHAPTER IV

CONCLUSIONS AND SUGGESTIONS

4.1 Conclusion

Advertising is the important thing for the company to get customers. It aims to inform, evoke emotions, and trigger actions for the customers who read and view it. There are many ways for the company to promote their company. One of them is using media message pamphlet, beside it is no take any cost, pamphlet easy in use especially for a small business. Unfortunately, however, to make a good pamphlet or any kinds media message, we must know some aspects to be learned, first what model of advertising that we want to use and second what the device communication that we want to applies to our work. For example, the writer uses AIDA model of advertising as a basic guideline and persuasive as the device communication. Both of them have the same purpose. The purpose is that they persuade the costumers or the readers to try, think about and give the need or desire in the people who view, read or listen to it

4.2 Suggestions

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

1. The English Department must give more knowledge and more experience about the project to the students before they do the real job training because it will encourage more students to take job training.

2. The students who promote the products or services must more carefully to make their promotion for specific customer because it will increase the customer from certain target market.