

## CHAPTER V

### CONCLUSION AND SUGGESTIONS

#### 5.1 Conclusion

The internship program began on September 6, 2023, and ended on November 6, 2023, at CV Permadi Karya Mandiri, a broiler chicken farming company that operates in Blitar. During the internship, I was responsible for creating the company profile website, creating the company's Instagram account, and developing the contents. I successfully fulfilled all the duties, and through this, I gained valuable experience in content writing, copywriting, and social media.

During the internship I identified some issues, the first one is that the company's dependence on specific groups of customers and partners has hindered its growth potential and poses potential long-term risks due to its reliance on this limited base. The solution proposed by me involves an expansion of the company's network, particularly into neighboring cities in the southern part of East Java. The suggested strategy includes conducting market research to identify growth potential, forming partnerships with local businesses in the chicken broiler farming industry, and utilizing local advertising for brand awareness. Additionally, leveraging social media platforms and collaborating with local professionals are recommended to enhance awareness, engagement, and credibility, which can enhance network expansion.

The second issue is the company's limited understanding and utilization of digital technology, which hinders its ability to compete in the modern digital era. Despite being long-established, the company struggles against competitors well-versed in digital strategies, resulting in a decline in customer outreach beyond Blitar. To address this issue, I propose a solution that involves hiring a skilled social media specialist who will formulate and execute comprehensive digital strategies. The specialist's role encompasses creating engaging content, planning digital advertising campaigns, and staying updated on industry trends. This strategy aims to reclaim a broader market presence, enhance the company's online presence, and ultimately drive it into the digital era for sustained growth and competitiveness.

## **5.2 Suggestions**

For the English Letters department at Universitas Ma Chung, I recommend CV Permadi Karya Mandiri as an ideal place for English Letters students to do the internship. The company's communication needs, both written and verbal skills, provide a perfect platform for English Letters students to apply their linguistic proficiency. Engaging in tasks related to content creation, communication with clients, and even social media management, interns can leverage their writing skills in a real-world professional context. This work environment not only enhances the ability to communicate effectively but also fosters creativity and adaptability. Overall, the internship

opportunity at CV Permadi Karya Mandiri offers valuable practical experience and allows interns to make significant contributions to their comprehensive professional development in diverse ways.

For CV Permadi Karya Mandiri, in order to drive the company towards future growth and sustainable success, I suggest an important aspect of overall improvement that should involve a concerted effort to develop and utilize digital technologies. Embracing digitalization across various aspects of the business, from operations to customer engagement, will be instrumental. A strategic focus on digital marketing, social media engagement, and online advertising will strengthen brand visibility and customer reach. In addition, a strong online presence and e-commerce capabilities can expand the company's reach, entering into a wider market beyond current geographical limitations. Implementing training programs for existing staff about digital technology will also contribute to the company's ability to grow in an evolving business landscape. This not only addresses current challenges but also positions the company as an adaptive and innovative company that is ready to capitalize on opportunities in the digital era for sustainable growth and competitiveness.