

## **CHAPTER V**

### **CONCLUSION & SUGGESTION**

#### **5.1 Conclusion**

Through this internship program, it can be concluded that internships are not just learning activities in general. However, this activity exposes the writer directly to a real situation in the work environment. A situation where abilities in the world of work such as persistence and hard work are highly considered by employers.

The writer gained a variety of new knowledge that could not necessarily be obtained elsewhere. However, through this program the writer has the opportunity to gain this valuable experience.

The 4-month internship process did not always go smoothly. However, there were many problems that were faced by the writer. The ever-changing schedule of activities, sometimes even canceled suddenly, had a bad influence on the participants. Not only that, but the application process was also not easy, taking up quite a lot of the participants' time.

The rapid development of social and communication technology makes global entrepreneurs compete to be able to adapt to world development. In business competition, many companies use social media to promote their products or services. One of these is by using the B2C method which allows companies to interact directly with their customers.

With various problems faced by the writer during the internship process. The writer provides several solutions that can help to fix the problems that occur. Some of them as, making sure the schedule with certainty so that there is no sudden schedule change, collecting valid and appropriate data through the official website, looking for customers using previously collected data and others.

## **5.2 Suggestions**

In the following section, there are some suggestions for Translation Transfer and the English Letters Study Program collaboration in the next program.

1. First, respect the time and schedule that have been agreed upon. This refers to the problems faced by students during the implementation of activities that sometimes have uncertain schedules. If this is applied, then it is certain that students will be able to gain more valuable experience.
2. Second, in the future, both parties can seek a more effective communication forum than before. This relates to the previous suggestion. A large part of the problem also lies in communication. Therefore, consideration of the most effective means of communication without interference from outside parties is necessary.

## **References**