

CHAPTER V

CLOSING

5.1. Conclusion

I got a lot of benefits from implementing the internship program at Cut 2 Cut Production. Clients from Cut 2 Cut Production themselves do not only come from domestic companies but also from overseas companies such as Singapore and England. So much of the advertising material is in English. This is very much in line with the field of education that I am currently pursuing, namely at the Faculty of English Letters.

To get to know the world of work, whether working for a company or running my own business, this internship program is very important for final year students to make it easier to face the real world of work. All good things can be applied and avoid mistakes that occur.

Through this internship program, I learned to understand leadership, diverse human characters. Besides that, I also learned how to behave and speak well and dress in accordance with the world of work.

Internships are an opportunity for students to apply the skills and knowledge gained during lectures. By implementing the internship program, I was encouraged to be more responsible for a job and open a mindset towards a wider direction to a problem that was obtained. I also get a lot of knowledge about the world of advertising in Cut 2 Cut Production. There I also learned to adapt and build good relationships with new environments which of course will be very useful for my self-development in the future.

5.2. Skills Obtained

The benefits that I get while participating in the internship program at Cut 2 Cut Production are:

1. I gained knowledge and experience about the world of advertising which was not as simple as I imagined before

2. I am able to compose an attractive advertising script to increase sales from clients
3. I am able to identify that discipline and punctuality are very important in the world of work as well as running my own business.

5.3. Suggestion

After doing Internship activities, I experienced things that became obstacles and benefits of internships. Therefore, I try to give suggestions so that Internship activities can be successful, namely:

1. Students get internships according to their interests and with field taken in college.
2. Students who will carry out internships must plan carefully.
3. We represent the name of the University of Darma Persada so we must maintain the good name of the alma mater.
4. Prepare mentally and physically well to do all the tasks given by the company where we are interns so that all tasks can be done well.

That's the advice I can give and I hope it will be useful for students who will take part in the internship program.

After completing the program at Cut 2 Cut Production and observing the work process at Cut 2 Cut I with all humility and limited knowledge regarding the world of advertising submit the following suggestions is more active in conducting corporate advertising through social media. Efforts are made every day to upload content to social media so that company image is maintained