

CHAPTER 5

RECOMMENDATION AND REFLECTION

5.1. Self-Reflection

During the six month internship, the writer gains new knowledge and experiences from works that are done by the writer, such as implementing online marketing that has been taught in the Englishpreneurship course, then helping shipment staff to recap invoices, and also making brochures. In this internship activity the writer learns how to be a good Sales Support, how to communicate with customers, how to interact with the team, and etc. Based on the writer's experience, time management is one of the very important things that every employee should do before doing work so that everything that has been planned goes according to the expected target.

In addition, this internship activity adds a real experience that can be learned by the writer on matters related to export marketing. By being faced directly with problems that often occur in the office, the writer learns how to overcome these problems. The writer realizes that all the experiences gained during her internship at PT Pura Barutama Export Unit can be a provision in the future, through writing this report the writer hopes that it can be useful for writers and readers.

5.2. Recommendation for the Company and the Faculty

Based on the internship activities that have been followed by the writer for six months at PT Pura Barutama Export Unit, generally the writer feels that the services provided by PT Pura Barutama Export Unit to employees and the writers who carry out internships are quite good. However, the writer here wants to give a few suggestions as follows so that PT Pura Barutama Export Unit becomes even better:

1. There must be good communication and good cooperation within the company.

For example, when the writer makes an offer letter, before sending it to targeted customers, the writer must first consult the Sales Officer. Communication is needed in this case, so that the offer letter that will be sent contains correct information and to ensure that the targeted customer being offered is not a customer who has already made a purchase at PT Pura. If the writer sends an offer letter to an old customer who has already made a purchase at PT Pura, it can lead to misunderstandings with other Sales Officers.

2. Maintain and improve the performances so that the expected goals can be achieved. For example, when the writer observes a Sales Officer who must reach the target in a month. They have to retain old customers and also find new customers to achieve monthly targets. Therefore, Sales Officers must maintain good relations with existing customers so that they can make regular purchases, and also Sales Officers must update their skills by more actively opening the yellowpages web in seeking new customers.

The suggestions given by the writer to Faculty of Language and Arts are as follows :

- The Faculty of Language and Arts should make regulations for students to require internship courses as a substitute for thesis because according to the writer, internship activities in companies like this provide a better experience for students who will work after graduation.
- The Faculty of Language and Arts should further improve relations between companies in order to make it easier for students when taking internship courses.
- The Faculty of Language and Arts should make a better arrangement of activities and rules for students who will be interning later.
- The Faculty of Language and Arts should add more courses about marketing in the Englishpreneurship study program.
- The Faculty of Language and Arts should make courses about communication in business so that Englishpreneurship students are not confused on how to communicate with their customers.