

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

After the writer explained and described this paper about “The Description of Marketing Jobs at PT Digital Network Aestetik in Jakarta” so it has been concluded that there are some daily activities of Marketing staff in PT Digital Network Aestetik. Then, from the analysis can be the implicit conclusion, they are:

1. The Marketing staff is needed for sales in the company, so the marketing must be able to run the job well in order to get more customers.
2. The Marketing staff has to learn how to deal with competitor’s campaign and try to understand everything their competitors did to close the sales target.
3. Being a marketing staff in a public relation company is not easy at all.
4. The Marketing Department plays a vital role in promoting the business and mission of an organization. It provides the necessary research to identify the target customers.
5. Nowadays, many investors come to this country and because of that, the marketing staff should see the market change and able to see the quality of competition of services in the production house company as well as support for sales the company’s own product.

B. Suggestion

Finally, the writer has come to the last paragraph, in last chapter the writer would like to share the reader generally and to company specially. In this chapter, that is suggestion, the writer wants to give suggestion to the company. The writer hopes with the suggestion the company can consider and try to accept the less of the company in increasing their employee about marketing. After the writer has done research the job description of marketing staff at PT Digital Network Aestetik, the writer also has a beautiful moment with all staff and management there. The writer hopes this memory and knowledge the she got it can also increase her ability in her experience study. The suggestion that the writer made are as follow:

1. Give the internship to students, to know how the marketing jobs process is, so they can do jobs well.
2. The marketing staff should be able to understand the company's condition, products and the weakness that are viewed during work as a positive feedback for the future company's progress.
3. The marketing staff should be focused on content strategy, how to make a new content to get that content in market.
4. The company should have a web content. It can be used to accomplish many different marketing strategies to help their business grow. By building a website the company can gives credibility to serve information about their products or services to the customer.