

## CHAPTER IV

## CONCLUSION

As an advertising agency with over 18 years of experience, SAM Creative Group Indonesia has given a lot of contributions to many companies in Indonesia. SAM Creative Group Indonesia always tries to give the best services by creating many kinds of advertising for clients' satisfaction. Each division in this advertising agency has an important role to support the services and facilities.

SAM Creative Group Indonesia is very important for many companies not only in Surabaya but also in Indonesia, because it really helps the companies to promote their products or services. SAM Creative Group Indonesia also gives the best services by providing many facilities to the staff, employees and trainees, so they can have an enjoyable working place.

After doing an internship as a copywriter in SAM Creative Group Indonesia for one month, the writer received many knowledges and experiences not only about the role of copywriter but also the role of all divisions in an advertising agency. The writer learned to implement her English skill during the internship, especially in writing some reviews, scripts, or other copies. The writer also learned to understand what the clients needed. During the internship, the writer frequently worked in a team and it has made the writer learn how to become solid in a team work and work with full-dedication to fulfil clients' satisfaction. The writer was very happy and proud of her internship in SAM

Creative Group Indonesia because she got a lot of knowledge, skill, experiences, and new friends. Because the working condition was nice and friendly, the writer could finish her duty well. This fruitful situation made the writer feel comfortable during the internship.

The writer suggests SAM Creative Group Indonesia to upgrade their public relation, so it will be easier to look for information for some students who want to do an internship in SAM Creative Group Indonesia. The writer hopes that SAM Creative Group Indonesia would be able to accept the next English Diploma students who will do an internship in SAM Creative Group Indonesia.

The writer also suggests English Diploma to cooperate with SAM Creative Group Indonesia, because SAM Creative Group Indonesia is a good company to do internship as a copywriter, and the English skill is really useful in this job. Based on the problems the writer got during her internship, the writer hopes that English Diploma lecture will teach more about English for Media Advertising subject, because this subject is very useful to students who want to do their internship in an advertising agency.

In conclusion, the writer really enjoyed having a job training in SAM Creative Group Indonesia. The writer has learned much about copywriting and felt the pleasant atmosphere of work after passing her internship. Now, the writer can always try to pay attention on target reader whenever writing a copy.