

## CHAPTER IV

### CONCLUSION

As the good advertising agency in Surabaya, SAM Creative has given a lot of contribution to the clients. SAM Creative Surabaya always tries to give the best services that is give the solution of their clients problems in advertising. All part department in this company have important role to support the services and facilities.

After joining the internship in SAM Creative Surabaya for one month at Creative department as a copywriter, the writer has got so much knowledge and information not only about the SAM Creative Surabaya but also the job descriptions in there. The writer also learn how to be a good copywriter in an advertising company, make the good articles and also review some articles. All those activities are very important for the writer, because the writer has a lot of experiences during the internship.

The writer was very happy and proud of her internship in SAM Creative Surabaya. The writer felt lucky that she could do an internship in this company. It is because this company give the facilities, such as Wi-Fi, can go to the library in this company, share some problems when the writer does not know, and also the situation in this company is very comfortable. The writer got a lot of experiences, skills, knowledges and informations about work as a copywriter. Because of the working condition was nice and friendly, the writer could finish

her duties well. This situation made the writer feel happy and comfortable to do all her duties during the internship.

The writer also has some suggestions for SAM Creative Surabaya. The writer think this company should search some workers especially in copywriter, because in this company, there are only two person that handle this job. And the writer also think that to be a good copywriter is not too easy to do, because someone must have a good discipline and know about how to make a good article. The people in there should be more friendly, and do not too diferentiate with the new people or other people in the company.

The writer suggested to English department to add courses about the manner of a business in the creative advertising field such as in the copywriter. The course is taught about how should a copywriter to do the duties creatively.

The writer highly recommends the SAM Creative Surabaya company to be a place for internship in the next, because this company is very good in creative advertising field and certainly can give some experiences in business interests in advertising field.

In conclusion, the writer very enjoyed the internship in SAM Creative Surabaya. It was a very great experience of being on the real atmosphere of working and getting knowledge about advertising agency's job in SAM Creative Surabaya.