

## CHAPTER IV

### CONCLUSION AND SUGGESTION

#### 4.1. Conclusion

After thoroughly discussed the statements of the problem, I got some conclusion regarding the topics. There were several points that could be concluded from this final report about using English for promotional activity especially at EF Sidoarjo which answered two statements of problem. They were the usage of English by course consultant for promotional activity at EF Sidoarjo and the skills needed as a course consultant.

The first is about using English to promote programs by course consultant in English First Sidoarjo. As a course consultant, I need to pay attention to style of the language as well as words and tones usage in communicating with customers. I also experienced some obstacles when using English in promotional activity. The difference between my English skill and the customer's was a big challenge for me to guess what they meant. Other than that, the delivery of my information to the customers got a little problem because of my nervousness. But with other customers I serve, I can overcome this obstacle.

The second is about skills needed as a course consultant in English First Sidoarjo. When doing the promotional activity with EF, I have to be a skilled course consultant staff to be able to handle communication with customers. Other than that, I needed to know who the target market as it made my job easier. The skills including being patience with the customers and persuading people. However, I found difficulties in persuading people to join the free placement test.

I could not bring up good argument about the programs. Through constant communication with customers I could tackle down the obstacle.

In conclusion, first, the course consultant is using oral communication in English to promote programs in EF Sidoarjo. Other than that, a course consultant was expected to have a good understanding about language style he or she used while talking with the customers. Second, the course consultant did need to have some skills in order to communicate smoothly with the customers. Smooth communication with customers led to a good relationship with customer or other parties.

## **4.2. Suggestions**

### **4.2.1. Suggestions for English First Sidoarjo**

I suggest that English First Sidoarjo starting to use English as a part of their promotional activity. I also suggest more variations in promotional activity in EF. Last, I suggest that the company can keep a good relationship with D-III Bahasa Inggris.

### **4.2.2. Suggestions for D-III Bahasa Inggris**

I suggest that D-III Bahasa Inggris could squeeze in knowledge about handling customers and as well as marketing. I also suggest that D-III Bahasa Inggris can have a good relationship with English First Sidoarjo.